

Melissa Slifer

www.sunbluedesigns.com • 610.716.4315 • melissa@sunbluedesigns.com

creative • graphic design • brand champion

professional summary

Accomplished Graphic Designer with experience in corporate, agency and freelance environments. A love of design and proven strengths in creativity, problem solving and team work make me an excellent addition to your team.

skills

- Graphic Design
- Logo Design
- Branding
- Layout
- Typography
- Color Theory
- Print Production
- Adobe Creative Suite
- InDesign
- Illustrator
- Photoshop
- Acrobat
- Web Design
- WordPress
- RapidWeaver
- Email Marketing
- Social Media
- Powerpoint
- Problem Solving

experience

2/2004 – Present Sunblue Designs, Self-Employed, West Chester, PA

Creative

- Cultivated a successful freelance business while staying home with my children.
- Providing clients with design and art direction for branding, logos, print, digital, trade show, interactive, email marketing, social media and web materials.
- Problem solving and coordinating the most cost effective design solutions.
- Eager to jump in as a team player for both in-house and freelance clients.
- Plan and execute branding for clients and support them as they succeed against much bigger organizations.
- Able to seamlessly convert ideas into images, concepts and layouts.
- Collaborate and communicate to keep projects on schedule.
- Champion for small businesses and start-ups. Providing branding and solutions to help them stand out.
- Clients include JDRF, BEDA, Kelly Masonry, Horizons at Episcopal, LyonShare Marketing, The Pelvic Room.
- Logos, Brochures, Flyers, Posters, Merchandise, Stationary, Web Design, Email Marketing, Corporate Identity, Business Cards, Print Collateral, Custom Apparel, Vehicle Wrap.
- Letters of recommendation available upon request.

1/2016 – Present West Chester Women's Multisport, LLC.

Co-Founder / Creative

- Founded a volunteer-based all women's triathlon club that supports all women and their goals through fitness.
- Growing membership 12% every year.
- Created the design and branding for the club, including website, social media, print, apparel and custom race gear.
- Plan and coordinate successful club events, volunteering, socials and full race weekends.
- Logo, Brochures, Flyers, Posters, Merchandise, Stationary, Apparel, Tent, Website, Email Marketing, Social Media

2/2001 – 6/2004 Hunter, Exton, PA

Art Director

- Designing and art directing for print, interactive and web materials.
- A solid understanding of marketing campaigns and how to evolve them.
- Able to seamlessly convert ideas into images, concepts and layouts.
- Communicating effectively with and listening to clients about their project objectives and goals.
- Maintained client contact in an Account Executive role.

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- Initiated a daily production meeting to improve in-house production schedules and communication among the staff.
- Logos, Brochures, Flyers, Posters, Merchandise, Stationary, Web Design, Corporate Identity, Trade Show Business Cards, Print Collateral.

2/2000 - 2/2001 Hanson Associates, Inc., Philadelphia, PA

Senior Graphic Designer

- Designing for print, package and web materials.
- Communicating effectively with clients about the project status and maintaining project objectives.
- Work well with other designers and directors to create effective solutions for every client.
- Logos, Brochures, Flyers, Posters, Catalog, Stationary, Packaging, Corporate Identity, Business Cards, Print Collateral.

6/1998 - 2/2000 Provident Mutual Life Insurance Co., Berwyn, PA

Graphic Designer

- Redesigned the Corporate Logo
- Plan strategies with the team to construct solid marketing concepts and coordinating design.
- Team player serving clients, both internal and external.
- Preparing marketing concepts for ads, brochures, product collateral, sell sheets from concept to completion.
- Logos, Brochures, Flyers, Posters, Merchandise, Stationary, Corporate Identity, Product Marketing Business Cards, Print Collateral.

8/1996 - 6/1998 The Homer Group, Trooper, PA

Graphic Designer/Production Artist

- Design for a variety of design objectives, ads, brochures, logos.
- Design and present to clients.
- Flightcheck and prepare print jobs.
- Responsible for film output to our in-house imagesetter.

education

04/2019- 05/2019 - Interaction Design Foundation

- Certification Design Thinking.

10/2000 - Berkeley Computer Training, Bala Cynwyd

- Certification HTML, Dreamweaver and Flash.

3/1999 - Villanova University, Villanova

- Certification Marketing Communications

5/1996 - Kutztown University, Kutztown, PA

- Bachelor's Degree
- Bachelor of Fine Arts, May 1996
- Communication Design Major, Deans List

4/1995 - Brunell University, Buckinghamshire College, UK

- Student Exchange Program, Graphic Design & Advertising

volunteer:

- Chester County Hospital Cuddler- Cuddle and support infants in the NICU
- West Chester Women's Multisport- Co-Founder
- All 4 Paws Rescue - Foster

additional information

Portfolio and references available at www.sunbluedesigns.com