

MELANIE DE COLA

graphic designer
LEED Green Associate
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EXPERIENCE

- 2012-16 Gensler, Washington, DC, Graphic Designer, Practice Area Marketing**
Design of marketing collateral for firm's Practice Area and other senior leaders. This includes presentations, brochures, print pieces, email newsletters and web features. Designed firm-wide research and marketing initiatives such as the Workplace Survey, Incubator campaign and Experiential Design Index. Special assignments for vector and photo illustrations for publications such as Fast Company and GenslerOn blog. Also part of Gensler's Wellbeing Week initiative leadership.
- 2011-12 sequence, San Francisco, CA, Production Designer**
Design and production for web and mobile projects for the following clients: Apple, Best Buy, Disney and Chevron. Designed interactive components of mobile apps and web sites, oversaw other designers and production artists.
- 2011 Column Five Media, Newport Beach, CA, Freelance Infographic Designer**
Infographic design on various client projects. Responsible for interpreting data, creating concept and all design for web.
- 2010-11 eveo, San Francisco, CA, Mobile Design and Production**
Designed assets and did production work for iPhone, Android and Blackberry applications. Worked directly with creative directors, mobile developers and project managers to ensure the highest design standards and visual consistency.
- 2010 Sprout Inc., San Francisco, CA, Graphic Designer**
Graphic designer for social networking and advertising start-up. Designed interactive Facebook campaigns for major brands and films such as MTV, Starbursts and Alice in Wonderland.
- 2009 Architecture for Humanity, San Francisco, CA, Graphic Designer**
Graphic design fellow for an international architectural non-profit. Designed web components as well as a book about the Biloxi Model Home Program, a post-Katrina reconstruction project.
- 2007 Dwell Magazine, San Francisco, CA, Production Coordinator**
Managed design production for all editorial features. Proofed ads and created production previews of all pages monthly.

SKILLS

Adobe InDesign, Illustrator, Photoshop, Dreamweaver, HTML, CSS, email newsletters, IBM Marketing Cloud, digital and mobile image production, Microsoft Office Suite, digital and film photography, letterpress, bookmaking, printmaking

EDUCATION

- 2010 Academy of Art University, San Francisco, CA, MFA work in graphic design, completed all course and thesis work**
- 2005 Art Institute of Colorado, Denver, CO, Certificate in web design and Flash.**
- 2002 University of California, Santa Cruz, BA in Fine Art, concentration in photography and printmaking**

ACTIVITIES

- 2015 Greenbuild, Local Partnership Committee, Coordinated partnership between DC Area non-profits and Greenbuild Leaders**
- 2012-14 USGBC-NCR, Programs Committee, Helped produce annual events such as Green Tie Affair and Midsummers Nights' Green**
- 2010-12 Bay Area Biomimicry Network, Community outreach as well as branding and design work**
- 2009 Project M, Converted a 20' steel shipping container into (blank)LAB, a mobile collaborative design and education studio. Helped create ashholes.org, protesting the shipment of millions of tons of coal ash waste to an impoverished Alabama town.**
- 2008-11 Compostmodern Conference, Event and speaker support for AIGA sustainable design conference**