

# LAINA MELI

## SENIOR GRAPHIC DESIGNER

Branding · Print & Web · Multimedia



Adobe CC · Typography · Print Management  
Digital Illustration · Infographics · Photography  
Audio · Video · Social Media Content  
Website Design · HTML & CSS · Wordpress

### RECENT WORK [Direct Hire]

**CD&P, Austin, TX**  
Senior Graphic Designer 2017 - 2019

Created Public Involvement materials toward the goal of informed consent. Implemented systems for achieving print outcomes under high-pressure deadlines. Developed Adobe Illustrator concept renderings from engineering firms' schematics for major metropolitan public works projects. Transformed complex data into public-facing infographics & reports for cities & counties to gather input on proposed transportation improvements. Developed new branding for communications, social media content, & HTML email templates. Designed & developed interactive maps, audio, video, voiceovers, & dynamic websites.

**Clients included:** Travis & Hays Counties, City of Austin, CAMPO, Austin Resource Recovery, City of Waco, Capital Metro, Austin Energy, & TxDOT.

### INDEPENDENT CONSULTANT [Freelance]

Graphic & Multimedia Services 1998 - Present

**Agent Boston Studios, Austin, TX**

Assist clients in creating cohesive branding and its application across digital assets, print, websites and social media. Illustrate specialized needs such as real-estate projects, vehicle wraps, icon sets, complex infographics & data visualization.

### EDUCATION

**Massachusetts College of Art & Design 2000**  
Studies in Marketing for the Graphic Designer

**Analog Devices Corp. Classroom, MA 2003 - 2004**  
Studies in Computer Science & Electrical Engineering

**Bristol Recording Studios, MA 2004 - 2006**  
Audio Engineering · Music Business · Artist Development

### EXPERIENCE HIGHLIGHT: [Short-term]

**Paladin**

Graphic Designer Fall, 2019

**Whole Foods H.Q., Austin, TX**

Applied a consistent visual design style based on W.F.'s clean, minimal, brand aesthetic to seven 50+ page leadership e-learning modules under a strict, demanding timeframe. Presented a Vyond [animation software] character licensing solution by illustrating a robust collection of figures to represent Team Members & Leaders interacting & expressing emotions.

### AGENCY ASSIGNMENTS [Long-term]

**Express Professionals**

Graphic Designer 2009 - 2014

**Office of the Lt. Governor Barbara O'Brien, CO**  
Design of collateral, brochures & public announcements

**Vice President's Office, Metro-State University, CO**  
Created event materials, brochures & awards

**Fortress Staffing**

Graphic Designer 2006 - 2009

**Vail Resorts Corporate H.Q., Broomfield, CO**  
Website content creation for Snow.com

**Fentress Architects, Denver, CO**  
Design of the State Capitol Restoration book

**Ball Corporation, Broomfield, CO**  
Retail beverage label & package design

**Professional Staffing Group**

Graphic Designer 2003 - 2005

**Houghton Mifflin, Boston, MA**  
Layout, design & vector art for textbooks

**Analog Devices, Norwood, MA**  
Data sheets, technical diagrams, & industrial illustrations

**The Creative Group**

Graphic Designer 2000 - 2003

**Gillette Co., Oral-B Division, Boston, MA**  
Retail package development of the Oral-B product line

**Harvard University, J.F.K. School, Cambridge, MA**  
Design & printing of Course Catalog & brochures