



# melanie hudson

A Senior Designer & Creative Problem Solver with over 22 years of experience in helping ideas take shape — and look really nice, too!

## contact

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## portfolio

MELANIEHUDSON.COM

## SKILLS & STRENGTHS

### a keen eye for great design.

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I'm eager, dedicated, and motivated. My proven design, illustration, and typography skills — and project management experience within creative departments — are rooted in curiosity and collaboration. I approach each project with an open mind, readiness to learn, and the commitment to work according to your business needs.

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- adobe creative suite
- adobe after effects
- illustration
- branding
- typography
- animation
- motion graphics
- color theory
- composition
- marketing
- project management
- social media

## professional experience



SENIOR CREATIVE LEADER & MARKETING MANAGER | BEGYLE BREWING | CHICAGO, IL  
december 2015 - present

Multidisciplinary, self-managed creative lead with high-level responsibilities in design, brand management, project management, collaboration, and marketing.

### senior creative leader

- Own artistic vision and lead day-to-day creative strategy and execution of all company graphics.
- Produce and maintain comprehensive brand standards (visual elements, content tone, usage guidelines) to ensure consistent, on-brand experiences across channels.
- Conceptualize new assets (sub-brand visual identities, product labels, merchandise, event signage, on-site activations) that fulfill company objectives while satisfying production requirements and strict legal regulations.
- Independently build, manage, and streamline creative processes and workflows to meet tight deadlines while maintaining quality.
- Leverage consumer data to inform brand strategy, product offerings, and on-site programming.
- Lead collaboration with internal and external partners and cross-functional teams to align creative deliverables with project goals.

### marketing manager

- Create and implement marketing strategies for campaigns, promotions, and events.
- Manage end-to-end marketing execution: advertising, social, paid promotions, influencer outreach, and asset distribution.
- Maintain editorial and social calendars; optimize content using performance analytics.
- Analyze social and newsletter metrics (engagement, open/click rates) to refine strategy and recommend paid/promotional opportunities.
- Coordinate event partnerships and on-site offerings to drive consumer participation.



SENIOR GRAPHIC DESIGNER | AMERICAN GREETINGS | CLEVELAND, OH  
**november 2005 - december 2015**

Produced visuals that showcased American Greetings product, created a cohesive retail experience, and told consistent brand stories in an array of physical environments including Target, Walmart, and other major grocery and drug store chains.

#### **conceptual & production design**

- Employed a wide variety of techniques, styles, and subject matters according to occasion and retailer need.
- Problem-solved through creative exploration and innovative thinking.
- Interpreted style guides from key accounts and appropriately translated them into visual solutions.
- Created and finalized a high volume of production files against aggressive deadlines while maintaining quality and accuracy.

#### **project management**

- Managed projects independently with minimal direction.
- Synthesized info from design briefs and disseminated to team members.
- Represented the design team, presented concepts, and provided feedback at design reviews.

#### **collaboration**

- Consulted with Graphic Designers, Industrial Designers, and Project Management to generate solutions for unique projects.
- Communicated directly with vendors to execute cost-effective solutions and suggest improvements in printing and manufacturing processes.



EXPERIENCED FREELANCE DESIGNER  
**2004 - present**

Skilled at managing projects from concept to completion with a focus on visual communication and meeting business needs for private clients.

## **relevant experience**



MAPLE MODERN | OWNER & ANTIQUE DEALER  
**january 2021 - present**

Sourcing, presenting, and selling a range of art and antiques through leveraging various online platforms and relationships with clientele.

- Proficient in specialized curation rooted in market research, sales results, and in-depth knowledge of trends.
- Expert knowledge of logistics such as coordination with carriers and clients, the implementation of exceptional packing practices, and the sourcing of safe, cost-effective shipping and transportation options.

## **education**

THE ART INSTITUTE OF PITTSBURGH  
**Bachelor of Science in Graphic Design - 2002-2005**

