



melissa j mcconnell

GRAPHIC DESIGNER

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PROFILE

hello! I am a graphic designer with over 12 years of experience in the creation of cohesively branded print and digital marketing materials for the health care, retail and service industries. I specialize in bringing visual concepts to life through design layout, typography and critical thinking to get results that meet the goals of my clients on budget and on time. My attention to detail and expert design skills are only matched by my enthusiasm for learning, collaboration, and creative problem solving.

SKILLS

ILLUSTRATOR	● ● ● ● ●
INDESIGN	● ● ● ● ●
PHOTOSHOP	● ● ● ● ●
DREAMWEAVER & FLASH	● ● ● ● ○
MICROSOFT OFFICE	● ● ● ● ○
HTML & CSS	● ● ● ○ ○

EXPERIENCE



GRAPHIC DESIGNER | JAN 2012 - CURRENT

UnitedHealthcare / Golden Rule Insurance Company, Indianapolis

lead in the design project creation & management of printed collateral, digital advertising, explainer videos, web pages and emails; supervise & track the approval process of graphic materials across multiple departments to ensure accuracy and compliance; subject matter expert for insurance products used for design concept development and implementation within strict deadlines; copywriting for internal, broker, and customer communications; comprehensive problem solving; multi-tasking

MARKETING DIRECTOR | JUL 2009 - JAN 2012

Frazer Gardens / Brownsburg Landscape, Brownsburg

created the concept and marketing campaigns for retail events, coordinated participating vendors & tracked event success, print & collateral design; created a cohesive brand for informational retail signage for plants, services, workshops, and events; copywriting; annual budget planning for email and advertising marketing strategy

ART DIRECTOR | NOV 2008 - FEB 2009

Varnson Group, Atlanta-based Ad Agency with Indianapolis satellite

menu and apparel design; retail signage design; outdoor banners, and copywriting Steak 'n Shake restaurants in-house agency

ART DIRECTOR | SEP 2006 - SEP 2008

Publicis, Indianapolis

primary client: St.Vincent Hospitals - created print, collateral, advertising design, production work on outdoor and web design, photography; Indiana Fever - marketing ads, consumer-oriented calendar; gala invite for Simon Property Group in-house agency

EDUCATION

BACHELOR OF FINE ARTS DEGREE

VISUAL COMMUNICATION WITH DISTINCTION

MINOR IN SPANISH

Herron School of Art, Indiana University | May 2005

AWARDS

BAYER ADVANCED SCHOLAR | 2010

American Nursery & Landscape Association Management Clinic

GOLD ADDY ST.VINCENT HOSPITALS TINY SUCCESSES CAMPAIGN | 2008

production work including web, print and outdoor