



melissa j mcconnell

GRAPHIC & WEB DESIGNER

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PROFILE

14 years of experience in the creation of cohesively-branded digital and print marketing materials for the health care, retail and service industries. I specialize in creative and critical thinking to combine data and user feedback with eye-catching aesthetic design layout. I 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

ADOBE CREATIVE SUITE	●●●●●
CREATIVE WRITING	●●●●●
HTML, CSS & BOOTSTRAP	●●●●●
VIDEO EDITING & ANIMATION	●●●●○
SKETCH	●●●●○
MICROSOFT OFFICE	●●●○○

EXPERIENCE



GRAPHIC & WEB DESIGNER | JAN 2012 - CURRENT

UnitedHealthcare / Golden Rule Insurance Company, Indianapolis

lead in the design project creation & management of web page and email layouts, digital advertising, explainer videos, and printed collateral; 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

responsible for e-marketing campaigns from creation and sending of monthly newsletters and sale emails in Mailchimp to growing the company's social media presence, retail event planner, coordinating vendor participation & tracking event success, print & collateral design; creation of a cohesive brand through 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

Varson 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 & COMMUNITY

VOLUNTEER DESIGN FOR INDIANA AIDS FUND | 2017

program and signage design

HOA BOARD MEMBER FOR WOODS OF NORTH KESSLER | 2014-2017

BAYER ADVANCED SCHOLAR | 2010

American Nursery & Landscape Association Management Clinic