

# Melissa Zalinski

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## QUALIFICATIONS

**Web:** Design, front end coding, and content management of both micro-sites and entire websites from conception through completion, as well as built and manipulated pages that follow a company's existing look and feel. Optimized content for faster load times, creating a more efficient user experience. Developed site intros and banners using flash, worked with a mass email system to create HTML emails, hand coded pages as well as manipulated existing HTML, CSS, Javascript and PHP coding to fit a design, and enhanced site's search engine optimization by streamlining keywords and creating a more effective meta-description.

**Print:** Development and art direction of creative for print advertisements, informational and event flyers, large and small format posters, multi-page booklets, direct mail pieces, promotional items, corporate identity pieces, and logos. Organization of photo libraries to create a more efficient workflow. Streamlined production system, cutting turn around time for projects down by half. Created print materials that were eye catching and cited as the way customers heard about the company.

**Video Editing:** Experience cutting together video clips, while integrating Screen Flow, in order to create informational and education videos enhanced for the web. Knowledge of motion graphics and how they fit into the project timeline.

**Marketing and Advertising:** Experience working in a team environment to develop national and regional marketing campaigns (including verbiage, promo items, and creative materials), through execution of campaign. Monitored effectiveness of marketing using tools such as Google Analytics and Goldmine. Developed budgets to work within and updated campaigns based on ROI.

## WORK EXPERIENCE

**Senior Designer for Print and Web, January 2010 – Present**

Pixologic, Inc (Makers of ZBrush) (Los Angeles, CA)

**Designer/Marketing Assistant, August 2007 – January 2010**

Blueprint Test Preparation (Los Angeles, CA)

**Advertising Coordinator/Graphic Designer, June 2006 – August 2007**

The Loan Consultants (Los Angeles, CA)

**Advertising/Design Coordinator, August 2005 – May 2006**

STA Travel (Los Angeles, CA)

## **VOLUNTEER**

### ***Spare Some Change, September 09 – Present***

Development of website from the ground up, including design concepts, production of images, and coding of physical site. Maintain content of website and make updates as needed. Involved in the planning of fundraising event including creating invitations and coordinating other print materials, as well as providing woman-power the day of the event.

## **PROGRAMS**

Illustrator, Photoshop, InDesign, Dreamweaver, Flash, Final Cut Pro, Screenflow, HTML, CSS, Javascript, Microsoft Office, Goldmine, Search Engine Optimization and Google Analytics. Knowledge of both Mac and PC platforms.

## **EDUCATION**

### ***Central Michigan University, Mt. Pleasant, MI***

September 1999 – May 2004

B.A.A. Art, (Graphic Design)

Minor in Advertising

Graduated Cum Laude