

MELANIE D. SMITH

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PROFILE

Creative Graphic Designer with unique eye catching design through the use of graphics, website design, layout design, and photography. Staying committed every detail each step of the way, no matter how small, while keeping open and close communication with to achieve the highest quality product and reaching all potential goals. Accustomed to deadline-driven environments with an emphasis on working within budget requirements. Praised for design work with all forms of media including print, web, and branding.

EXPERIENCE

May 2009 – Present

INFORMATION AND MEDIA SPECIALIST

Women in Resource Development Corporation (WRDC); St. John's, NL

- Design and produce of a variety of materials including print, electronic, marketing, multimedia and promotional display and such as videos, advertising, trade show materials, logo designs, posters, brochures, clipart, character development, signage, banners, forms, corporate PowerPoints, etc.
- Management and redesign of the WRDC's website and intranet applications – www.wrdc.nf.ca
- Ensure presentation of a consistent visual image in WRDC's web-based and other materials by promoting uniform fonts, formatting icons, images, layout techniques, and modularization.
- Oversee/Manage the development of WRDC's database; Data entry and output for WRDC database
- Manage the use of WRDC's server and training
- Perform technical support for staff both in-house and in satellite offices
- Develop content and provide support for various WRDC and WRDC-ERC programs i.e.: Techsploration: Newfoundland & Labrador
- Branding and re-development of new WRDC logo and office materials.
- Organization and documentation of Educational Resource Centre library materials
- Develop privacy policy manual and forms for WRDC organization

April 2008 – Present

GRAPHIC DESIGNER/WEB DEVELOPER

Freelance Design; St. John's, NL

- Create, design and modify according to client specifications. i.e.: Logo development, CD jackets, promotional posters, brochures, advertisements.
- Prepare artwork printing process from start to final product.
- Design graphic layout and elements and development of websites.
- Develop graphic, audio and video materials.
- Program HTML and JavaScript coding. i.e.: www.newfoundlandlawyers.com ; www.jillbanfield.com; www.nlpinkpages.com

November 2008 – May 2009

GRAPHIC DESIGNER

Marine Institute of MUN; St. John's, NL

- Create and design a variety of materials for print, electronic, marketing, promotional and display.
- Prepare and create graphical templates for use in print and promotional materials
- Perform aspects of production including image selection, colour profiles, file formats and related steps.
- Develop layout and format standards for magazine publication. i.e.: The Bridge Magazine

January 2006 – October 2008

GRAPHIC DESIGNER/LAYOUT ARTIST/WEBSITE DESIGNER

TRINAV Group of Companies; St. John's, NL

- Create and design advertisements & elements to unite layout.
- Design magazine layouts in process colour, B&W and Spot colour.
- Develop graphic and layout elements and to unite companies various departments.
- Design and implement various company marketing tools. i.e.: media kits, websites, brochures, business cards, letterheads, etc.
 - www.trinav.com, www.trinavfisheries.com, www.trinavmarineservices.com

January 2006 – July 2008

GRAPHIC DESIGNER/LAYOUT ARTIST

Business Post; St. John's, NL

- Create and design advertisements & elements to unite layout.
- Design newspaper layouts in process colour, B&W and Spot
- Design and implement company marketing tools.
 - i.e.: media kits, brochures, flyers, business cards, letterheads, etc.

January 2001 – January 2006

GRAPHIC ARTIST

URG Graphics Inc.; Mississauga, ON

- Scan and colour-correct client-supplied artwork.
- Create and design according to client specifications.
- Modify and re-calibrate designs as specified by client.
- Separate and trap colours in preparation for offset print process.
- Prepare artwork for spot-colour and process printing

October 2000 – December 2000

WEB DESIGNER

JATech Solutions; Scarborough, ON

- Design and develop client websites.
- Create and optimized all site graphics.
- Program HTML and JavaScript coding.
- Design custom corporate logos.

March 2010 & June 2010

GRAPHIC DESIGNER/WEB DEVELOPER

Volunteer work; St. John's, NL

- Four panel brochure development for NL Health Coalition Design
- Logo development for Happy Feet Learning Centre
- Book layout and design – 40th Wedding Anniversary.

EDUCATION/SKILLS

September 1998 - June 2000

College of the North Atlantic; Clarenville, NL

- 3.62 GPA
- **DIPLOMA; Multimedia Communications - Internet Development**

September 2010- November 2010

Memorial University of Newfoundland and Labrador – Life Long Learning; St. John's, NL

- **LEVEL 1:** Cisco Certified Network Associate (CCNA1)

March 2011- June 2011

Memorial University of Newfoundland and Labrador – Life Long Learning; St. John's, NL

- **Certificate:** PHP & MySQL Introduction

PLATFORMS/ SOFTWARE

Adobe Photoshop CS5, Adobe Illustrator CS5, Adobe Dreamweaver CS5, Adobe Fireworks CS5, Quark Express 6.0, Adobe Indesign CS, Corel Draw 10, Macromedia Director 6.5, Adobe Flash CS5, Macromedia Extreme 3D2, Adobe Premiere Pro CS3, AVS Video Editor, Sony Sound Forge 7.0 Microsoft Word 2007, Microsoft Excel 2007, Microsoft PowerPoint 2007.

SKILLS

Graphic illustration and design, website development and design, website maintenance, layout design, report formatting, logo and icon design, data archival, finishing of various in-house print media, image enhancement and restoration, multimedia production, colour and tone separation, colour manipulation, masking, colour matching, pre-engraving preparation, trapping, scanning, digital and film photography, browser and platform compatibility verification.

REFERENCES

Available upon request.