



MELANIE BERG

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EDUCATION

California Polytechnic State University – Graduation: June, 2012

San Luis Obispo, California

BFA; Department of Art and Design; Graphic Design Concentration

Dean's List: Winter, 2011

Chiang Mai University – Study Abroad Program: August – December, 2011

Chiang Mai, Thailand

Cupertino High School – Graduation: June, 2008

Cupertino, California

EXPERIENCE

Greater Phoenix Chamber of Commerce – Graphic Designer: August 2013 – Present

At the Chamber I am a part of a tight knit marketing team. I get to design everything from programs for their large scale events to social media campaigns. With a new brand recently put into place I have the chance to utilize my skills to enhance and develop the Chamber's message with each new piece.

Qualia Agency – Graphic Designer: April – July, 2013

With Qualia I was apart of a small team that created websites, both desktop and mobile apps, along with managing social media for our clients. I was in charge of the front-end design work creating everything from full website pages, icons, and social media graphics.

brandmuscle – On-Site Graphic Designer: September, 2012 – April, 2013

Under brandmuscle I worked exclusively with the major alcohol distributor, Southern Wine and Spirits. There I designed drink menus and other print collateral for small businesses, mostly restaurants, that buy Southern Wine and Spirits' products.

Shopatron – Design Intern: June – September, 2012

Worked with the marketing team to design in-house material for Shopatron, which largely included producing infographics, laying out content for their online downloadable PDFs, and updating their blog and website content.

Detati Communications – Design Intern: June – September, 2011

Collaborated and worked with other designers on corporate design work for high tech bay area companies. Given a variety of projects and responsibilities, which strengthened my understanding of the design process within a business setting.

RELEVANT SKILLS

Proficient in Adobe Creative Suite CS6 & CC

InDesign, Photoshop, Illustrator, and Dreamweaver

Experienced in Microsoft Office Suite

Print Design, Front-End Web Design, Basic HTML & CSS, Illustration, Photography

ORGANIZATIONS

AIGA, San Francisco/Arizona Chapter – Member: July, 2012 – Present

AIGA, Cal Poly Student Chapter – Member: September, 2010 – June, 2012

Club 34 (Cal Poly Department of Art and Design Club)

Member: September, 2008 – June, 2012

Officer/Event Coordinator: August, 2010 – June, 2011 & August, 2011 – June, 2012

References available upon request