



MELISSALEIDE

Creative Director

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dribbble.com/MelissaLeide

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Denver, CO

EXPERIENCE

LLT Group – Naperville, IL / Remote
Creative Director
2017 – Current

LLT Group – Naperville, IL
Web Designer / Art Director
2013 – 2017

College of DuPage – Glen Ellyn, IL
Graphic Design Student Aide
2013

Nawrocki Systems Inc. – Aurora, IL
Office Administrator
2010 – 2013

EDUCATION

College of DuPage – Glen Ellyn, IL
Associate in Applied Science
Graphic Design, 2013

TECHNICAL SKILLS

Adobe Creative Cloud (Illustrator,
Photoshop, InDesign, Acrobat Pro)
Sketch
Basic HTML / CSS and WordPress
Wrike Project Management
GSuite
Slack
Harvest
Trello
Grammarly
MS Office

LEADERSHIP SKILLS

- Define creative vision and strategy for all projects by collaborating with the client and creative team while adhering to deadlines, budgets, and brand guidelines
- Coordinate with project managers and business development on projects to understand requirements, create estimates, and allocate design resources
- Construct all workflow processes and develop all deliverable output templates for each service offering to improve efficiency and provide higher value to clients
- Provide artistic oversight and direction to design resources to ensure quality and satisfaction of project goals
- Nourish a collaborative environment that provides constructive feedback through group and individual critiques to iterate towards the best ideas
- Foster a positive culture through team-building activities, weekly gratitude exercises, and uplifting support
- Identify opportunities for team growth through regular evaluations and developing individualized plans that focus on professional development
- Create onboarding processes for new design hires that establishes team connection and familiarity of processes and clients

CREATIVE SKILLS

- Design and prototype complex user interfaces and interactions for web and mobile
- Strategize user experience flows and sitemaps while mapping key content components for every page
- Collaborate with clients and developers to strategize key app features and functionality with the user's needs in mind
- Research and evaluate competitors, target audience, stylistic direction, and design elements as they relate to each project
- Develop one-of-a-kind brand strategies through market research and analysis, establishing personas, and logo conceptualization and creation
- Design brand and marketing collateral across both traditional and digital mediums with an emphasis on packaging, social media, and various promotional materials
- Articulate how solutions meet the business objectives while also responding to client feedback and questions