

MELISSA DUCKWORTH
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EDUCATION:

M.F.A. 2D DESIGN, 2009
Cranbrook Academy of Art (Bloomfield Hills, MI)

B.A. INDIVIDUALIZED STUDIES (MARKETING & ARTS MANAGEMENT, CREATIVE WRITING), 2005
Eastern Michigan University (Ypsilanti, MI)

This degree incorporated non-matriculated coursework completed at the following institutions:
College for Creative Studies (Detroit, MI) - Graphic Design and Creativity Studies
University of Michigan (Ann Arbor, MI) - Creative Writing

A.A. LIBERAL ARTS, 2001
Schoolcraft County Community College (Livonia, MI)

PROFESSIONAL EXPERIENCE:

COMPUWARE CORPORATION
VISUAL DESIGNER, 2009-PRESENT (Detroit, MI)

Conceptualizing new visualizations for complex business systems. Updating user-interfaces for existing products. Developing user-centric UX strategies and GUI brand standards for web, mobile (iPhone/iPad, Android), enterprise, and SaaS projects.

PANDORA INK DESIGN, INC.
FREELANCE GRAPHIC DESIGNER, 2007-PRESENT (Beverly Hills, MI)

Marketing Consultation and Graphic Design for print and web. List of clients and references available upon request.

INSIDEOUT LITERARY ARTS PROJECT
LEAD GRAPHIC DESIGNER / PUBLICATION COORDINATOR, 2008-2009 (seasonal contract) (Detroit, MI)

Oversaw production process for 30+ literary journals. Recruited and managed volunteer graphic designers, vendor communication, production design and prepress, proofing. Tight turn-around on simultaneous project deadlines. Additionally, taught two sections of basic graphic design (one for selected DPS high school students and another for adults).

ROSETTA SOLUTIONS / SEATTLE BOOK COMPANY
PROJECT MANAGER, 2007-2008 (Poulsbo, WA) - remote basis from Royal Oak, MI

Ideating new social networking solutions for the publishing industry and creative class. Interface redesign for netGalley product. Conducted user and industry research, personae development, wireframing, and conceiving.

INTEGRATED COMPUTER SYSTEMS SUPPORT, INC.

MARKETING COORDINATOR, 2006-2007 (Redmond, WA)

Developed marketing plans for four distinct business groups, managed all aspects of multi-touch campaigns from design to vendor selection to ROI evaluation. Worked closely with marketing partners at Microsoft and Sage Software. "License Plate" Variable Data Print campaign (designed for Microsoft Dynamics NAV) featured as exemplary and showcased by www.modernpostcard.com

BECKER&MAYER! BOOK PRODUCERS (CHRONICLE BOOKS)

PRODUCTION COORDINATOR, 2006 (Bellevue, WA)

Worked closely with overseas vendors to ensure the quality and punctuality of complex "book+" projects. Solicited and evaluated vendor bids. Consulted with the design department on structural feasibility of projects.

CELLAR ROOTS, EASTERN MICHIGAN UNIVERSITY DEPT. OF STUDENT MEDIA

EDITOR-IN-CHIEF, CELLAR ROOTS, 2004-2005 (Ypsilanti, MI)

Responsible for leading the University's Arts and Literature Journal: solicitation & evaluation of submissions, design, production, marketing and event coordination. Recruited and managed a team of 12 assistant editors. Curated gallery events to accompany each publication release. Increased program revenue by 30%, increased publication from annual to quarterly. Increased the program's campus and community involvement through new policies, also increasing publication's visibility and funding.

TEACHING EXPERIENCE:

BIRMINGHAM BLOOMFIELD ART CENTER 2010 (Birmingham, MI)

Graphic Design for a mix of adults and high school students. Students gained basic proficiency in the Mac OS, Adobe Photoshop, Illustrator, and InDesign, as well as web design.

CRANBROOK SUMMER ARTS INSTITUTE 2009 (Bloomfield Hills, MI)

Developing a curriculum for students aged 14-18 in Web 2.0 strategies to be harnessed for art making. Projects include: web design using solely web-hosted services (such as synthasite.com), v-logs, creating digital reinterpretations of "IRL" collage projects, creating a "choose your own adventure" book-type GUI, designing skins for social networking sites, etc.

INSIDEOUT LITERARY ARTS PROJECT 2008-2009 (Detroit, MI)

Two sections of basic graphic design with emphasis on publication (one for selected DPS high school students and another for adults). Each student completed one (or more) of the program's literary journals for press production.

SKILLS:

ADOBE CS 3, ADOBE CS5 (INDESIGN, ILLUSTRATOR, PHOTOSHOP, FLASH CATALYST)

MICROSOFT OFFICE (WORD, EXCEL, POWERPOINT)

EXPERIENCE IN BOTH WATERFALL AND AGILE SOFTWARE DEVELOPMENT ENVIRONMENTS

PROVEN TRACKRECORD OF SUCCESS IN SELF-DIRECTED AND REMOTE POSITIONS

FOR PORTFOLIO, PUBLICATION, GALLERY, AND RELATED EXPERIENCE CONTACT OR VISIT: WWW.MELISSADUCKWORTH.COM