

MELANIE GASMEN

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melgs.com

EXPERIENCE

Graphic Designer | 2024 -

APTHCRY, Philadelphia, PA

- Involved in all stages of design development, from conceptual thinking to product launches
- Creates graphics, patterns, and logos for upcoming apparel collections and artist collaborations while incorporating feedback from senior team members
- Designs and produces digital assets such as social media graphics, email banners, and site content

Marketing Intern | 2022 - 2024

MediaMax Network, Valhalla, NY

- Monitored, managed, and designed the company's social media platforms, adjusting outreach tactics as needed
- Created graphic representations of data and translated complex research into readable content
- Prepared visually appealing marketing proposals and presentations
- Designed Figma wireframes and mockups for digital advertisements across clientele

Study Abroad | 2022

London, United Kingdom

- Worked on projects given by creatives such as Simon Sworn of Wunderman Thompson, Holly Hunter and Miriam Peck of Wieden & Kennedy, Andrew Shoben of greyworld, and Wendy Scott
- Gained unique experiences by conversing with various directors and creatives from Wieden & Kennedy, Mother, Wunderman Thompson, greyworld, Pentagram, Saatchi & Saatchi, Johnson Banks, and Studio Moross
- Gained valuable knowledge from Peter Saville, Nadav Kander, and other artists

Media Chair | 2022 - 2023

FIND District Five, Greater Philadelphia region

- Designed and managed social media graphics for events and other special occasions
- Designed merchandise for group members across thirteen universities
- Coordinated documentation teams for in-person events

Public Relations Chair | 2020 - 2022

Filipino Student Association, University of Delaware

- Initiated brand system and identity for social media, garnering attention from other organizations
- Designed custom merchandise for group members and general public

Managing Visuals Editor | 2019 - 2021

UD Review, University of Delaware

- Communicated between editorial and visual team to ensure successful visual elements that complement and enhance each story
- Created and delegated story visuals to artists each week
- Spearheaded layout and design of The Review's print issues (typically til 1am)

SKILLSET

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Figma
Art Direction
Social Media
Editorial
Typography
Illustration

EDUCATION

University of Delaware
College of Arts & Sciences
BFA in Visual Communications