

# MELANIE GASMEN

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[melgs.com](http://melgs.com)

## EXPERIENCE

### Graphic Designer | 2024 -

**APTHCRY**, Philadelphia, PA

- Spearheads brand identity, further cementing APTHCERY as a streetwear brand by the people and for the people
- Creates graphics, patterns, and logos for upcoming apparel collections and artist collaborations, utilizing illustration and typography as needed

### 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

### President | 2022 - 2023

**American Institute of Graphic Arts**, University of Delaware

- Acted as a liaison between the university group and chapter board
- Organized executive board meetings and delegated tasks among officers
- Led general body meetings and engaged with both new and recurring members

### 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

### 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 Creative Suite  
Microsoft Office  
Canva  
Figma  
Art Direction  
Social Media  
Editorial  
Typography  
Illustration

## EDUCATION

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