

Melissa Castagne

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Senior Graphic Designer

An accomplished designer possessing a unique combination of creative design skills and technical expertise for both print mediums and digital formats servicing clients across a wide range of industries in both corporate and agency settings. With proven ability to head the end-to-end delivery from conception to completion of multiple, concurrent projects while making sure to adhere to strict branding standards and project scopes of goals, deliverables, budgets, and timetables.

Education

Bachelor of Arts in Anthropology
University of Arizona, AZ
Minor in Psychology

Associate of Art & Science in Graphic Design & Advertising
Parsons School of Design, NY

Areas of Expertise

Design Leadership: Proven ability to stand-up and lead teams of creative professionals and steer direction for top-priority print and digital products.

Project Management: Experienced in heading the end-to-end delivery of multiple, concurrent projects while adhering to requirements and timetables.

Client Engagement: Repeatedly recognized for winning new business, retaining existing clients, and increasing referrals through superior customer service.

Technical Proficiencies

Operating Systems (OS)
Mac and Windows

Adobe Creative Cloud
InDesign
Photoshop
Illustrator
Dreamweaver
Acrobat

Microsoft Office 365
Word
Excel
PowerPoint
Acrobat

Content Management Systems
WordPress
Shopify

Web Applications
HTML5/XHTML/XML
Cascading Style Sheets (CSS)
JavaScript (client-side scripting)
PHP (server-side scripting)
MySQL (database technology)

Selected Experience

Website Design / Maintenance
Graphic Visual Design
Advertising / Digital Advertising
PR / Marketing Content
Social Media Platforms
Email Campaign Strategy
Logos / Branding
Print Publishing & Production
Promotions, Events & Signage
Multimedia Creation

Career Experience

The Breton Group, White Plains, NY
Senior Graphic Designer

2015 – 2023

Leveraged a broad expertise in print and digital design to create and deliver visually-stunning content to underscore brand initiatives for a portfolio of commercial real estate companies located in the tri-state area in a marketing agency environment.

- Brainstormed and collaborated with Creative Director and project stakeholders from design conception to completion of projects ranging from flyers, brochures, mailers, corporate print and digital advertisements, tradeshow exhibitions booth signage, eblasts via Constant Contact and Mailchimp, PR announcements, social media campaigns, large scale building availability signage, and more using Adobe Cloud apps (Photoshop, Illustrator, and InDesign).
- Developed 10+ WordPress websites: Proposed responsive theme for client's requirements; presented mockup of pages and site map of hierarchy structure; customized code in HTML/CSS/Javascript to reflect company's branding for look and feel as well as added specific features and functionality using plugins; populated page templates with copy and images; launched website by choosing web hosting company, purchasing domain name/URL, setting up email addresses, and moving site from test server to live; and provided continued maintenance and troubleshooting with back-ups, google analytics, SEO best practices, and updates of content, plugins, WP version and themes.
- Illustrated in a clear, attractive manner site plans, competition maps, location maps, timelines, floor plans, and more using Adobe Illustrator; researched and retouched in Adobe Photoshop stock photography to best represent the client's vision while staying within budget; and supported the marketing teams with standout presentation decks designed in Microsoft PowerPoint for easy editing as well as corporate presentations and reception videos edited in Adobe Premiere Pro.
- Engaged with internal teams and client to develop yearly party at ICSC in Las Vegas by creating theme; generating tickets through Eventbrite; sending eblasts (Save the Date, Invite Reminder, and Post Party) via Constant Contact and Mailchimp; updating website to promote events; organizing sponsors; and creating large scale graphics for the venue as well as tickets and badges in Adobe Illustrator making it the "golden ticket" of parties at the tradeshow.

Operated in an independent capacity as a contracted Freelance Designer to create top-quality graphics and designs for both print and digital distribution to enhance brand identity and drive engagement for a large-scale paint organization.

- Partnered closely with client to define vision and requirements for upcoming creative projects, collected information on brand identity and standards, and determined the scope, objectives, and timelines for each endeavor thereby building trust, loyalty, and repeat business with the company by consistently delivering above and beyond expectations and leveraging a superior degree of professionalism and top-notch customer service.
- Developed and secured buy-in of marketing sales force materials by presenting mockups of print and digital advertisements, corporate and product brochures, white sheets, postcards, trade show exhibitions, promotional pieces, coupons, eblasts via Constant Contact or Mailchimp, social media campaigns, point of sale displays, and more then executing these projects to final production using Adobe Cloud apps (InDesign, Photoshop, Illustrator and Dreamweaver).
- Created impactful logo design and brand identity of new paint-related products; designed eye-catching labels and packaging following strict industry standards and practices; delivered production-ready files to print vendor; photographed and retouched final products saving images for high-quality print and optimized for web; designed print and digital advertisements, brochures, sell/tech sheets, and more for each product or product family using Adobe Cloud apps; and maintained these images with Digital Asset Management Software.
- Expertly helped client achieve business development and business growth by showcasing product offerings and expanding consumer awareness of available products by designing, programming, and maintaining three unique Shopify websites; and managing workflow via Trello among programmers, software developers, and vendors of e-commerce apps.

Dynamically worked as a top-performing freelancer offering complete business services and solutions to corporate clients, leveraging technical knowledge, creative eye for detail, love for color theory and type treatments, and staying current on latest design trends to deliver top-tier results in fast-paced, high-volume settings: in-house agency, corporate on-site or remotely.

- Owned accountability for a portfolio of 20+ clients from small businesses to large scale organizations spread across a broad range of industries with varying design needs for web, multimedia, and print.
- Managed the end-to-end delivery of creative products from design brief and initial conceptualization through final implementation and distribution.
- Advised and partnered with clients to determine marketing and design needs, scopes of work, budgets, deliverable timeframes, and clearly articulated and secured buy-in for product solutions.
- Propelled organizational growth by winning new clients while leading pitches and proposals.
- Demonstrated superior project management capabilities while balancing conflicting priorities, requirements, and deadlines working in collaborative environments.
- Played a key role in standing up an innovative workforce of creative professionals through hands-on talent development including hiring, training, continued mentorship, and routine performance evaluations for a team of graphic designers, copywriters, photographers, and web developers.