Melissa Watkins

Graphic Designer | Watkins Design Services LLC

Greater NYC Area – Verona, New Jersey

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Highly skilled and inventive designer with a proven track record of delivering award-winning creative design projects. Adept at collaborating with clients to bring their vision to life while adhering to brand guidelines and budget constraints. Proficient in Adobe Creative Suite, MS Office, and WordPress, with strong communication and organizational abilities. Experienced in creating compelling infographics, interactive forms, and data visualization. A detail-oriented team player with a strong work ethic and a passion for dynamic visual design and storytelling.

Skills & Proficiency

Adobe Creative Suite | InDesign | Photoshop | Illustrator | Acrobat | Microsoft Word | PowerPoint | CSS | Basic HTML | WordPress | Canva | Squarespace | Adobe Workfront | Google G Suite | Art Direction | Typography | Color Theory | Layout | Data Visualization | Infographics | Charts | Graphs | Interactive Forms | Brochures | Presentations | Surveys | Social Media | Marketing Materials | Digital Advertising | Communications | Proofreading | Production Process | Branding | Adaptable | Critical Thinker | Creative | Problem Solver | Team Player | Reliability | Time Management | Collaboration | Print Prepress |

Experience

Art Director   AUG 2010 - PRESENT

Watkins Design Services

- Managed a successful freelance graphic design business, consistently meeting project deadlines and exceeding client expectations
- Consulted with clients to understand their vision and project requirements, resulting in high client satisfaction and repeat business
- Produced creative collateral that aligned with brand vision and guidelines, leading to increased brand recognition and engagement
- Adapted quickly to changing client needs, including scheduling alterations and layout revisions, resulting in timely project delivery and client retention
- Maintained up-to-date knowledge of design software to ensure efficient project execution and high-quality deliverables

Freelance Graphic Designer   SEP 2020 – OCT 2023

WebMD

- Collaborated with a team to create award-winning Data Trends Supplements, resulting in visually appealing and informative materials
- Designed cover layouts and infographics for print supplements and digital slideshows, enhancing visual communication for clients
- Demonstrated exceptional time management, reliability, and attention to detail in producing high-quality supplements on schedule
- Established brand identity for supplement resulted in 2020, 2021, 2022 consecutive Azbee Awards of Excellence winners

Freelance Graphic Designer   JAN 2018 - DEC 2022

Abbott

- Re-branded marketing materials like catalogs, brochures and sell sheets into Abbott brand identity following acquisition of Alere, ensuring consistency and brand recognition
- Created interactive forms, surveys, and questionnaires for data collection purposes, enhancing user engagement and data accuracy

Freelance Graphic Designer   FEB 2013 - JAN 2018
Alere

- Provided ongoing design assistance to the Creative Department, producing visually appealing and informative materials for the company
- Demonstrated strong design skills and attention to detail in creating layout of catalogs, sell sheets, brochures, presentations, and interactive forms

Art Director   JUN 2004 – AUG 2010
Frontline Medical Communications
Physicians' Travel and Meeting Guide | Cutis | Cosmetic Dermatology (publications)

- Developed relationships with outside vendors to source materials at competitive rates for production of monthly journals and special projects
- Managed multiple projects simultaneously while meeting tight deadlines and adhering to budgets, ensuring efficient project delivery
- Collaboration with Editor-in-chief and Publisher to keep journal focused and on brand
- Maintained consistency in branding across multiple channels, delivering a unified message to the target audience
- Utilized hierarchy of type, color theory, and layout principles to produce high-quality visuals across various media channels
- Achieved proficiency in Adobe Creative Suite to create visually appealing and informative visuals that met project requirements

Senior Graphic Designer   SEP 2002 - JUN 2004
Industry Today Media
US Industry Today (publication)

- Designed advertisements for client approval and monthly production of magazine intro spreads for sales purposes to access supplier lists
- Researched current design trends and implemented them into projects, resulting in visually appealing and on-trend design materials
- Provided technical support for colleagues during production process, demonstrating strong teamwork and collaboration
- Managed small design studio to keep deliverables on brand and on schedule

Education

Bachelor of Fine Arts, Visual Arts | Graphic Design Concentration
Rutgers University, Mason Gross School of the Arts, New Brunswick, NJ

Foundations of User Experience (UX) Design Certificate: Google Coursera Program
Second Course in Coursera Program: Start the UX Design Process: Empathize, Define, and Ideate (currently enrolled)
Adobe Web Design Certificate: Pace University, New York, NY
Continuing Education: School of Visual Arts, New York, NY
Continuing Education: Parsons School of Design, New York, NY

Awards

2020 | 2021 | 2022 Consecutive Azbee Awards for Data Trends Supplements
National Gold – *2022 CHEST Pulmonology Data Trends*
National Silver – *2022 Federal Healthcare Data Trends*
National Silver – *2021 AGA Gastroenterology Data Trends*
Regional Award – *2020 AGA Gastroenterology Data Trends*