

MELISSA ANDRADE

GRAPHIC DESIGNER

SUMMARY

Creative and confident professional graphic designer with extensive experience working in both 2D and 3D workflows. Specializes in projects involving animation and motion design

EXPERTISE

- Adobe Suite
 - Photoshop
 - Illustrator
 - After Effects
 - InDesign
 - Premier Pro
- Blender 3D
- Procreate
- Wordpress (HTML/CSS)

ACCOLADES

- First Place APTA ADWheel Award Winner in 2023
- President of the Visual Arts Commission of Buffalo State University from 2020-22, Coordinated Pittsburgh Trip
- "Welcome To The Apurrcalypse" Gallery Exhibition in Dec. 2021
- Experience Coordinating and Directing the Margaret Bacon Gallery
- Freelance Character Design and Illustration Since 2018
- Certified Adobe Associate
- NYS Seal of Biliteracy (French)
- Internationally Ranked Top 10% of All Math Students by the IBO in 2018

CONTACT

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EDUCATION

Awarded a BFA (Bachelor of Fine Arts) in graphic design from SUNY Buffalo State, graduating with a 4.0 GPA in May of 2022

EXPERIENCE

Nexstar Media Group, Inc. [WIVB/WNLO] Buffalo, NY
Art Director, Motion Designer April 2024 - Present

- Created, managed, and self-directed multiple animated projects in a fast-paced work environment, utilizing efficient time management skills to meet overlapping deadlines for both live and pre-produced televised news broadcasts
- Collaborated interdepartmentally and with external clients to create a wide variety of multi-platform advertisements and promotions to strict brand specifications, doubling average clickthrough rates to 1.5 - 3 M impressions a day (10M lifetime)
- Created professional and effective original templates for extended, multi-platform, company-wide use to a national audience, as well as worked efficiently within existing motion graphics templates to streamline productivity workflows
- Visually delivered critical, locally relevant information to a large and diverse audience in an concise, easily digestible fashion

Niagara Frontier Transportation Authority Buffalo, NY
Graphic Designer, Motion Designer February 2022 - April 2024

- Collaborated with a multi-level internal design firm and advertising agency to generate innovative, effective, and brand-friendly design solutions for marketing initiatives, community engagement, and internal communications networks
- Projects included animated infographics and videos, branded promotional campaigns including print materials, social media graphics and coordination, and website asset creation
- Created the artwork for the 2023 ABBG promotional campaign, which contributed to an 84% increase in customer feedback from 2022.
- Won a First Place APTA ADWheel Award in 2023 for the design language of the 'Metro Game Day Express' campaign, under the 'Communication and Marketing' category
- Designed the visual language for the Ride Nice campaign, responsible for generating "over \$523,000 of earned positive publicity"