



MELISSA HARTMANN

DESIGN MANAGER, SENIOR GRAPHIC DESIGNER | ILLUSTRATOR

Highly skilled and creative senior graphic designer with over 15 years of experience in digital design, print design, and design management. Proficient in Adobe Creative suite. Passionate about creating visually stunning designs and branding that redefine a company's identity and improve performance. Deadline-driven with an outstanding track record of delivering excellent quality within budget requirements.



WORK EXPERIENCE

OPTIV, New York (remote)

2023-PRESENT

Senior Proposal Design Manager

- Develop and implement design strategies working along side internal clients and leadership to understand business needs and industry best practices
- Collaborate with out team of designers to elevate all creative outputs, maintain consistent proposal and design standards and processes across team
- Track development of graphics and ensure workflow iterations through completion
- Review, edit and ensure graphics align with company branding/standards

NEXANTECA, INC., White Plains, NY

1998-2023

Graphics Specialist Supervisor

- Lead and manage graphics department and ensure projects are delivered on time through strict oversight, project management, proofreading, and efficient production scheduling.
- Marketing/Design team member for company re-branding project.
- Accountable for creative, visually compliant, and timely design, formatting, and production of professional-level presentations, proposals, reports, marketing materials, and other corporate print and digital collateral.
- Increased the efficiency of book production by 25% by switching the print direction.
- Contributor/designer of the data visualization team, providing creative support.
- Create engaging training materials to enhance staff's understanding and practical application of design concepts and brand-specific templates.
- Resolve software-related challenges by providing guidance on software usage, settings, and workarounds to maintain brand continuity

FREELANCER

2018-PRESENT

Designer | Illustrator | Web Designer | Creative Consultant

- Design graphics, logos, and illustrations for print and digital media.
- Develop concepts and layouts for websites, brochures, and other marketing materials.
- Collaborate with copywriters, photographers, and other designers to create promotional materials.
- Manage client's website via WordPress (updating content, editing photos, designing graphics)
- Create and maintain design standards/guidelines and templates.
- B2B marketing designer for various clients
- Working knowledge of UI/UX design, producing landing pages, mobile sites (wireframing)
- Visual designer
- Digital marketing designer (social media posts)



EDUCATION

The College of New Rochelle, NY

1994-1998

Bachelor's in Fine & Studio Arts, 3.5 GPA



SKILLS AND EXPERIENCE

Creativity, Graphic Design, Social Media, Communication, Professional, Adaptability, Collaboration, Concept Creation, Planning and Organization, Project Management, Problem-solving, Research, Strategic Decisions, Teamwork, Time-Management, Branding, Brochures, Digital Marketing, Flyers, Illustration, Infographics, Logo Design, Photo Editing, Photography, Postcards, Posters, Proofreading, Roll-up Banners, Storyboarding, Typography, Vector Illustration, Visual Design, Web Design, Web Banners

INFO



MELISSA HARTMANN



21 White's Corner Lane
Hopewell Junction, NY
12533 USA



845-249-9585



mhartmann104@gmail.com



Melissa-hartmann.com

SOCIAL



LinkedIn

linkedin.com/in/melissa-hartmann



Behance

behance.net/mhartmann104



Dribbble

dribbble.com/melhART104

SOFTWARE

