Melissa Hartmann

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STAFF DESIGNER | BRAND AND DIGITAL EXPERIENCES

Senior graphic designer with 20+ years of experience transforming complex ideas into compelling visual narratives. Expert in brand identity and strategy, UI/UX design, mobile-first responsive design, and art direction with a proven track record of leading cross-functional teams. I combine deep technical proficiency in Adobe Creative Suite with AI integration, leveraging generative design tools to enhance creative workflows. Skilled in typography mastery, color theory, layout composition, problem-solving, and time management while creating work that resonates with diverse audiences.

CORE COMPETENCIES

Design Excellence: Typography Mastery | Color Theory | Layout & Composition | Digital Illustration & Vector Art | Photo Editing & Manipulation
Strategic Design: Brand Identity & Strategy | UI/UX Design | Mobile-First/Responsive Design | Data Visualization | Motion Graphics & Animation
Technology: AI Integration | Adobe Creative Suite Proficiency | Design Systems Architecture | Figma | WordPress
Leadership: Creative Direction | Communication & Collaboration | Problem-Solving & Creativity | Time Management & Project Management

DESIGN TOOLS AND TECHNOLOGIES

Adobe Creative Suite: Photoshop | Illustrator | InDesign | After Effects | XD | Premiere Pro | Acrobat
Design & Collaboration: Figma | Keynote | Microsoft Office | Google Workspace | Salesforce
Web & AI: WordPress | Wireframing | Claude | Adobe Firefly | Microsoft Copilot | ChatGPT

PROFESSIONAL EXPERIENCE

Senior Information Designer | Illustrator, LINK, New York (Remote) | January 2026 to present

- Collaborate with strategy team to understand client's challenges and the respective solution and create effective visual products to convey it all to the appropriate audience
- Solve end-user challenges, deliver on business goals and client outcomes
- Create infographics, charts, diagrams, presentations and branding packages to convey both quantitative data and abstract concepts for use in print and digital formats
- Mentor and delegate junior designers and work as a team to manage project deadlines and workload

Senior Creative Manager, OPTIV, New York (Remote) | *November 2023 – October 2025*

- Developed design strategies applying typography mastery, color theory, and layout composition to maintain consistent proposal and brand standards across teams
- Coordinated multiple proposals simultaneously demonstrating exceptional time management and project management while meeting tight deadlines
- Leveraged AI integration tools (Adobe Firefly, Claude, Microsoft Copilot, ChatGPT) to enhance design workflows and creative problem-solving
- Created data visualizations to communicate complex cybersecurity concepts and enhance attendee engagement
- Mentored teammates, implemented document/template libraries, and supported the Art Director in executing projects from inception to completion
- Contributed creative design for internal and external company events, including branding, presentations, and marketing materials to enhance attendee engagement and brand consistency
- Supported the Art Director in developing visual concepts and executing projects from inception to completion

Graphics Specialist Supervisor, NexantECA, Inc., White Plains, NY | *February 1998 – November 2023*

- Led and managed 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.
- Created engaging training materials to enhance staff's understanding and practical application of design concepts and brand-specific templates.
- Resolved software-related challenges by providing guidance on software usage, settings, and workarounds to maintain brand continuity.

Freelance Designer and Creative Consultant, New York | *May 2018 – November 2023*

- Designed graphics, logos, and illustrations for print and digital media.
- Developed concepts and layouts for websites, brochures, and other marketing materials.
- Collaborated with copywriters, photographers, and other designers to create promotional materials.
- Managed client websites using WordPress, including updating content, editing photos, and designing graphics.
- Created and maintained design standards, guidelines, and templates.
- Designed B2B marketing materials for a variety of clients.
- Applied UI/UX design principles to produce wireframes, landing pages, and mobile site layouts.
- Designed digital marketing assets, including social media graphics and campaigns.
- Managed design token libraries, streamlining design-to-development workflows.
- Architected and developed a comprehensive design system in Adobe XD using master and nested components to standardize UI elements across multiple product lines.

EDUCATION - The College of New Rochelle, NY

Bachelor of Fine & Studio Arts | GPA: 3.5