

# ALLISON MELFA



## SKILLS

WEB & PRINT  
LAYOUT DESIGN

HAND DRAWN  
& DIGITAL  
ILLUSTRATION

DATA VISUALIZATION

LOGO DESIGN

FOOD LABEL DESIGN

COLLABORATION

## PROGRAMS

INDESIGN

ILLUSTRATOR

PHOTOSHOP

AFTER EFFECTS

PREMIERE PRO

FIGMA

MICROSOFT SUITE

## WORK EXPERIENCE

### SENIOR DESIGNER / T. ROWE PRICE

FEB. 2024–PRESENT

Works within agile go-to-market activation teams in the B2C space. Collaboratively designs and refines marketing material, upholding brand standards and leveraging user testing to drive business results. Projects include a range of marketing tactics such as email, landing pages, banner ads, printed statement inserts, and postcards.

### ART DIRECTOR / ONEMAIN FINANCIAL

SEPT. 2023–FEB. 2024

Partnered with marketing managers, copywriters, creative directors, and key stakeholders to create marketing materials that drive results and align with brand standards.

### SENIOR DESIGNER / T. ROWE PRICE

MAR. 2020–JULY 2023

Designed brochures, web pages, social posts, presentations, illustrations, and event collateral while upholding brand standards. Collaborated with cross-functional teams and stakeholders to ensure project success.

### SENIOR GRAPHIC DESIGNER / AMF CREATIVE

OCT. 2017–MAR. 2020

Designed logos, brochures, magazines, web graphics, restaurant menus, and Wordpress websites for clients. Websites built from wireframe stage to finished product using the Divi theme and CSS customization.

### GRAPHIC DESIGNER / HEARN KIRKWOOD

MAY 2016–OCT. 2017

Designed USDA compliant food labels for the B2B and B2C space. Created sales material including spec. sheets, shelf talkers, channel strips, cooler clings, and product guides. Collaborated with the R&D team, print vendors, and food photographers.

## EDUCATION

### AGI CLASS / AFTER EFFECTS TRAINING

FEB. 2018

American Graphics Institute two-day intensive training course on After Effects.

### UNIVERSITY OF DELAWARE / BFA VISUAL COMMUNICATIONS