

Melinda Thao

GRAPHIC DESIGNER | CREATIVE MARKETING COMMUNICATIONS SPECIALIST

(909) 542-4275 | melindathaoart@gmail.com | linkedin.com/in/melinda-thao-design | melindathaodesign.com

PROFESSIONAL SUMMARY

Creative and detail-oriented graphic designer with three years of experience producing multichannel visual content across print, digital, social, and web platforms. Skilled in brand identity, product-focused design, and performance-driven creative that enhances user experience and engagement. Experienced in collaborating with cross-functional teams to deliver high-quality visuals with consistency, speed, and accuracy.

EDUCATION

University California of Santa Cruz

Bachelor of Arts

Mt. San Antonio College

Graphic Design with Marketing Emphasis Certificate Level I & II

SKILLS

Graphic Design and Visual Communications | Brand Identity & Messaging | Photography and Video Production | Product & Packaging Mockups | Project Management & Workflow Coordination | Creative Content Development | Presentation & Marketing Material Design

SOFTWARE EXPERIENCE

Design Platforms: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom, Premiere Pro, After Effects), Procreate, Figma, Canva (Certified), Wix, Squarespace,

Project Management: Asana, ClickUp (Certified)

Communications & Collaboration: Slack, Microsoft 365, OneDrive

Marketing & CRM: Salesforce, Hootsuite (Certified)

WORK EXPERIENCE

Junior Graphic Designer, Home Franchise Concepts

November 2023 - Present

- Designed and produced multichannel marketing collateral such as brochures, social media assets, sales sheets, email blasts, and event assets, ensuring consistency across brand standards.
- Collaborated with cross-functional teams to align communications strategies with business goals and improve community engagement through digital and print campaigns.
- Developed an interactive 'Design Style Quiz' that earned national recognition for Most Innovative Use of Customer-Facing Digital Tools (2025) and resulted in 26% increase of sales year over year.
- Trained and onboarded new designers, providing creative guidance, process documentation, and best practices to improve communication workflows.
- Implemented new project management processes to streamline intake-to-delivery efficiency, supporting timely rollout of marketing initiatives.

Product Photographer and Designer, Imprint & Impress

April 2022 - November 2023

- Created product mockups and promotional materials that supported seasonal campaigns with strong visual storytelling and community appeal.
- Photographed and retouched product images for e-commerce and social media, ensuring visual consistency and alignment with brand identity.
- Partnered with the founder to conceptualize and execute public-facing campaigns that increased customer engagement and brand awareness.

Graphic Design Intern, Studio 13

August 2022 - June 2023

- Supported campus-wide communications initiatives, ensuring consistency across publications, websites, and campaigns.
- Helped lead the creation of faculty spotlight videos by contributing to scripting, filming, and editing, supporting outreach and student engagement efforts.
- Applied ADA compliance standards to all communications, contributing to accessible and inclusive messaging for a diverse student community.
- Lead rebranding projects by developing logos, visual guidelines, digital templates, and brand standards to be used across multiple departments.
- Produced marketing collateral such as flyers, brochures, and social media content to increase student engagement.

Graphic Design Tutor, Mt. San Antonio College

March 2022 - June 2022

- Provided one-on-one instruction in Adobe Creative Suite and design fundamentals to students.