

# Melinda Thao

## CREATIVE DESIGNER

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### PROFESSIONAL SUMMARY

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Creative Designer with 4 years of experience leading multichannel campaigns across print, digital, and web. Combines brand identity with performance-driven design to deliver engaging, results-oriented creative. Proven track record of cross-functional collaboration, workflow optimization, and delivering high-impact work with consistency and speed.

### EDUCATION

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University California of Santa Cruz

Bachelor of Arts

Mt. San Antonio College

Graphic Design with Marketing Emphasis Certificate Level I & II

### SKILLS

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

### SOFTWARE EXPERIENCE

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**Design Platforms:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom, Premiere, After Effects), Procreate, Figma, Canva (Certified), Wix, Squarespace, Basic HTML and CSS

**Project Management:** Asana, ClickUp (Certified)

**Communications & Collaboration:** Slack, Microsoft 365, OneDrive

**Marketing & CRM:** Salesforce, Hootsuite (Certified)

### WORK EXPERIENCE

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**Creative Designer Lead**, Home Franchise Concepts

Feb 2026 - Present

**Junior Graphic Designer**

Nov 2023 - Feb 2026

- Collaborated with the sales team to concept and execute an award-winning interactive “Design Style Quiz” (Most Innovative Use of Customer-Facing Digital Tools, Franchise Media Update 2025), **generating \$8.4M in revenue growth** and increasing sales by **9.26%**.
- Lead concept development and execution of integrated campaigns across digital and print, aligning creative direction with brand and business objectives.
- Owned projects from concept through final delivery, ensuring high-quality execution and consistency across all touchpoints and channels.
- Mentored junior designer by providing art direction, feedback, and workflow guidance to streamline overall team output.
- Owned creative operations in ClickUp, implementing workflow automations and vendor management systems that improved project turnaround time and team efficiency.
- Spirit Award Nominee (2024 & 2025): Recognized two years for cross-department collaboration and embodying company values across 10 portfolios.

**Product Photographer and Designer**, Imprint & Impress

April 2022 - Nov 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

Aug 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.