

# MELODY ETEZADI

GRAPHIC DESIGN & ART DIRECTION

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## EDUCATION

High Point University | High Point, NC  
2015 | B.A. Strategic Communication

## SKILLS

Adobe Creative Suite  
Keynote  
Microsoft Office  
Art Direction  
Branding & Strategy  
Packaging  
Print, Digital, Experiential  
In-studio and on-location shoots  
Set Design and Prop Styling  
Detail-oriented  
Able to Work Under Pressure  
Multi-tasker  
Trilingual- English, Spanish, Farsi  
Industry Exp:  
Ecomm, Retail, Tech, Agriculture  
Consumer Packaging and more.

## RECOGNITION

The Turf & Ornamental Communicators  
Association Award for Printed collateral  
The Turf & Ornamental Communicators  
Association Award for New media/  
Websites

## EXPERIENCE

Peter Millar, Richemont SA | Raleigh, NC  
Web/Graphic Designer | April 2019 - Present

Art Direct and design seasonal line books & look books for multiple lines simultaneously, within Peter Millar. Set design, photoshoot, and layout design.  
Conceptualize and design seasonal catalogues for LSR: Nordstrom, Neiman Marcus, Saks; PM partners, and DTC.  
Conceptualize and design marketing campaigns, product launches, Homepage, email, social, mailers and other assets.  
Collaborate with Product Designers, Copywriters, Studio, Production, Marketing teams and other outside vendors. Oversee Jr. Designer & Interns.  
Design and execute internal and outward facing presentations, brand decks, media kits and quarterly reports.

G&S Business Communications | Raleigh, NC  
Graphic Designer | February 2017 – April 2019

Designed and produced work across channels (i.e. print, digital, social, experiential) that supported strategy and creative goals set by the AD.  
Created and managed brand standards and presentation for agency clients.  
Worked independently and in collaboration with PM, AD and Account Executives to achieve client success.

Rue Gilt Groupe | Boston, MA  
Jr. Graphic Designer | April 2016 – Feb 2017

Conceptualized, designed and executed eighty to ninety design assets per week, five days before launch on site & mobile.  
Used in-house photography, textural elements, and typography to design graphics for every “sale” or “Boutique” that occurs on site, reflecting the month creative direction, as established by the ECD.  
Collaborated with Copywriters, Marketing Managers, Art Directors, and Brand Operations to develop and produce designs and visual assets.

Charleston Magazine, Gulfstream Communications | Charleston, SC  
Graphic Design Intern | May 2015 – October 2015

Designed editorial layouts and in-house ads for five different publications: Charleston Magazine, Charleston Weddings, WNC, House Calls and Grand Strand.  
Provided direct assistance to the design team and creative director.  
Responsible for converting images from RAW, retouching and color correcting.  
Assisted in the production of in-house and location photo shoots.

Freelance Design  
Creative Director | September 2014 – Present

Design and execute brand identity and strategy.  
Create brand guides and templates to support client needs.  
Design packaging, creative campaigns, marketing, social, and other assets.  
Provide art direction, styling, and photography.