

# JAMES MELO

CREATIVE PROFESSIONAL

## ABOUT ME

Creative professional with over 10 years of experience in advertising, layout, packaging, typography, print, photography, web and illustration. Comprehensive understanding of the design process, from conceptualization and brainstorming to a meticulous eye for detail in final stages. Experience with digital SLR cameras, off camera flash and studio lighting. Skilled in product, portrait and event photography.

## EXPERIENCE

### ART PRODUCTION MANAGER | MAR 2018 – PRESENT

*L'Image Home Products, Montreal*

- Managed team of eight; including graphic, industrial and multimedia designers
- Prioritized, organized and distributed project workloads
- Implemented new artwork approval process and international file sharing system
- Successfully launched brands across various categories
- Designed all high-profile pitch decks
- Designed company corporate website and brand micro-sites
- Logo creation, packaging, selling material, online assets, social media, in-store displays, trade show booth & collateral

### SENIOR PRODUCTION & CREATIVE DESIGNER | MAR 2017 – MAR 2018

*Globe Electric, Montreal*

- Strategic packaging rebrands
- Idea generation and concept development
- Production, selling material, online assets and in-store displays

### TEAM SUPERVISOR, GRAPHICS | SEP 2011 - MAR 2017

*A.R. Medicom Inc., Montreal*

- Managed team of three graphic designers
- Prioritized, organized and distributed project workloads
- Conducted team evaluations and assisted in technical growth
- Responsible for graphics department budget and all quote management
- Successfully created entire ad campaigns. Including product packaging, promotional & selling material, sample cards, launch kits, banners, journal/web advertisements and sampling programs
- Designed cohesive brand packaging across many different medical device and drug product categories
- Organized and led all in-house and studio photography sessions

### GRAPHIC DESIGNER | JUL 2006 - SEP 2011

*A.R. Medicom Inc., Montreal*

- Produced monthly journal/web advertisements
- Created sample driven and contest entry micro-sites
- Designed and updated company business cards
- Developed product packaging
- Photographer for all corporate events

## CONTACT

**Address:** 315, 69<sup>th</sup> Ave, Laval, H7V 2P1

**E-mail:** james@jmpdesign.ca

**Website:** www.jmpdesign.ca

**Phone:** (514) 995-7661

## SKILLS

**Design Software:** Adobe Illustrator, Photoshop, InDesign, After Effects, Lightroom and Dreamweaver

**Web-based Applications:** WordPress, MySQL, HTML 5 and CSS 3

**Office Tools:** Microsoft Word, Excel, PowerPoint and Outlook

**Platforms:** Apple MacOS and Windows 10

## EDUCATION

**Diploma in Graphic Applications in Desktop Publishing**

MAR 2016

*Concordia University, Montreal*

**Lean Six Sigma - Yellow Belt**

SEP 2015

*Linovati, Montreal*

## VOLUNTEER

**November Team Captain**

NOV 2011 - NOV 2019

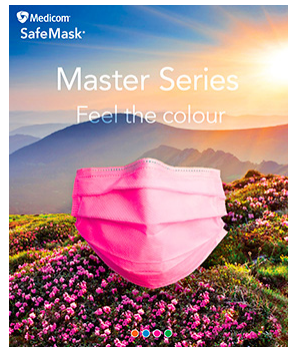
- *Team L'Image Home Products*
- *Team Medicom & AMD Ritmed*

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PLEASE VISIT FULL PORTFOLIO AT [WWW.JMPDESIGN.CA](http://WWW.JMPDESIGN.CA)

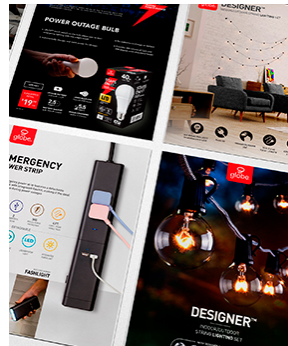
## ADVERTISEMENTS



## PACKAGING



## PRINT MATERIAL



## PHOTOGRAPHY



## BRANDING



## WEBSITES

