

# JAMES MELO

CREATIVE PROFESSIONAL

## ABOUT ME

Creative professional with 15 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

### FREELANCE | SEP 2020 – PRESENT

- Consulting with focus on personal projects

### ART DIRECTOR | MAR 2018 – SEP 2020

*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
- Developed product packaging

## 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:** 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)

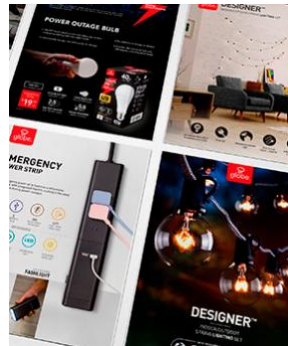
## ADVERTISEMENTS



## PACKAGING



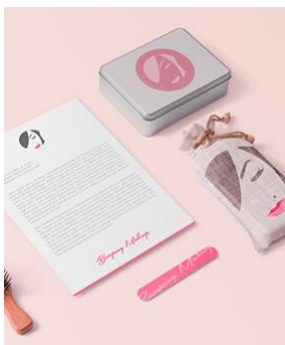
## PRINT MATERIAL



## PHOTOGRAPHY



## BRANDING



## WEBSITES

