

JAMES MELO

CREATIVE PROFESSIONAL

ABOUT ME

Creative professional with over 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.

EXPERIENCE

FREELANCE CREATIVE PROFESSIONAL | DEC 2023 – PRESENT

JMP Design, Lisbon, Portugal

- Consulting with focus on personal projects

GRAPHIC DESIGN TEAM LEAD | MAR 2021 – NOV 2023

OVE Decors, Laval, QC, Canada

- Oversaw team of three designers providing leadership, motivation and mentoring
- Managed team capacity and workflow ensuring proper distribution of projects and tasks
- Managed all aspects of art direction and design across all media
- Maintained standards and quality control of all creative outputs
- Acted as senior lead on key strategic projects

ART DIRECTOR | MAR 2018 – JAN 2021

L'Image Home Products, Montreal, QC, Canada

- 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, QC, Canada

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

TEAM SUPERVISOR, GRAPHICS | SEP 2011 - MAR 2017

Medicom Inc., Montreal, QC, Canada

- Managed team of three graphic designers
- Prioritized, organized and distributed project workloads
- Conducted team evaluations and assisted in technical growth
- Successfully created entire ad campaigns. Including product packaging, promotional & selling material, sample cards, launch kits, banners, journal/web advertisements and sampling programs
- Organized and led all in-house and studio photography sessions

GRAPHIC DESIGNER | JUL 2006 - SEP 2011

Medicom Inc., Montreal, QC, Canada

CONTACT

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NA Phone: +1 514-995-7661

SKILLS

Design Software: Illustrator, Photoshop, InDesign, After Effects, Lightroom, Dreamweaver, Figma

Web-based Applications: WordPress, MySQL, HTML and CSS

Office Tools: Microsoft Word, Excel, PowerPoint and Outlook

Platforms: MacOS and Windows

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

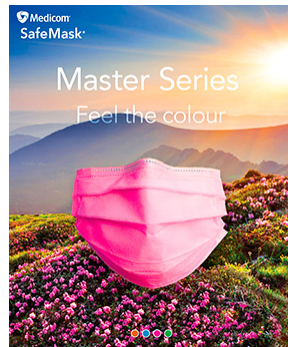
- *Team L'Image Home Products*
- *Team Medicom & AMD Ritmed*

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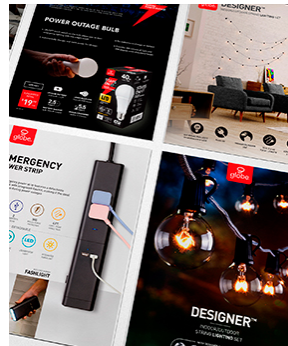
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