

MELODIE HAYES

GRAPHIC DESIGNER

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🌐 melodiehayes.com

📍 Flowery Branch, GA

📞 770.500.0181

Dedicated and efficient graphic designer with 20 years of experience in marketing and advertising design and a range of experience in both print and digital media. Excels at effectively communicating message and vision, and consistently delivers on time while meeting and exceeding project goals and expectations.

EXPERIENCE

Dirtlx Marketing Agency • Sharpsburg, GA

Graphic Designer, Contract • 2009–2020

- Developed marketing collateral for both print and web for over 200 agency clients, including brochures, corporate identity, advertising, direct mail, flyers, posters, newsletters, signage, promotional items, websites, digital graphics, and social media graphics.
- Maintained brand standards across client projects.
- Created logo design and visual identity for numerous clients.
- Redesigned marketing materials to better communicate branding and messaging, bringing clients consistently better results.

Blue Stream Design • McDonough, GA

Freelance Graphic Designer • 2009–2020

- Created design and layout for multiple books from start to finish.
- Produced majority of detailed layouts for 160–page supply catalog.

Conmar Form Systems, Inc. • Peachtree City, GA

Composition Coordinator • 2006–2009

- Composed and distributed forms for credit unions across the U.S. while maintaining strict standards and protocols.

Priority Press • Stockbridge, GA

Graphic Designer & Prepress • 2004–2006

- Designed print projects such as brochures, booklets, ads, and flyers.
- Set up jobs for printing on 2 and 4 color presses with careful detail to ensure consistent print quality.

The Citizen Newspapers & Fayette Woman Magazine • Fayetteville, GA

Graphic Designer • 2000–2004

- Designed advertising for 5 weekly newspapers and a monthly magazine.
- Layout of 3 weekly newspapers, and also assisted with magazine layout.

A Beka Books Publishing Department • Pensacola, FL

Layout Assistant • 1998–2000

- Layout and typesetting for multiple books and textbooks.
- Created illustrations for various publications.

EDUCATION

Pensacola Christian College, Pensacola, FL • 1998

B.S. in Communicative Arts, Graphic Design, *cum laude*

Pensacola Christian College, Pensacola, FL • 2000

Master of Arts, Commercial Art

SKILLS

InDesign
Photoshop
Illustrator
Acrobat
Premiere Pro
Word
PowerPoint
Typography
Print Design
Prepress
Advertising Design
Presentation Design
Publication Layout
Website Design
Image Editing
Video Editing
Basic HTML & CSS
Wordpress
Photography

PERSONAL WORK

DIYProDesign Website

Content Producer

2015–Present

- Creating articles and tutorials for DIY designers.
- Producing and editing videos, writing instructional content, and designing and maintaining Wordpress website.

Freelance Photographer

2014–2019

- Interiors photography for interior designers and architects.
- Detailed photo editing using hand HDR to create professional, magazine quality images.