

# MELODIE HAYES

## GRAPHIC DESIGNER

📍 Flowery Branch, GA  
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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 communicating message and vision, and delivers on time while meeting and exceeding project goals and expectations.

## EXPERIENCE

Dirtlx Marketing Agency • Sharpsburg, GA

**Graphic Designer, Contract** • September 2009 – May 2020

- Created print and digital marketing pieces for over 200 agency clients, including brochures, corporate identity, advertising, direct mail, newsletters, signage, websites, and social media graphics.
- Maintained brand standards across client projects.
- Developed logo design and visual identity for 25+ clients.
- Revamped marketing materials resulting in clearer brand and message communication plus increased client visibility.

Blue Stream Design • McDonough, GA

**Freelance Graphic Designer** • September 2009 – May 2020

- Developed design and layout for 4+ books from start to finish.
- Produced majority of detailed layouts for 160-page supply catalog.

Conmar Form Systems, Inc. • Peachtree City, GA

**Composition Coordinator** • May 2006– September 2009

- Composed and distributed forms for over 50 credit unions across the U.S.

Priority Press • Stockbridge, GA

**Graphic Designer & Prepress** • April 2004 – May 2006

- Designed print projects such as brochures, booklets, and advertising.
- 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** • June 2000 – April 2004

- Designed advertising for 5 weekly newspapers and a monthly magazine.
- Produced page layouts for the magazine and 3 weekly newspapers.

A Beka Books Publishing Department • Pensacola, FL

**Layout Assistant** • August 1998 – May 2000

- Produced page layouts for 5th and 6th grade textbooks.
- Created illustrations for an art textbook and 5+ student novels.

## EDUCATION

Pensacola Christian College, Pensacola, FL • May 2000

**Master of Arts, Commercial Art**

Pensacola Christian College, Pensacola, FL • May 1998

**Bachelor of Science in Communicative Arts, Graphic Design, cum laude**

## 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**

November 2015 – Present

- Create articles and tutorials for DIY designers.
- Produce and edit videos, writing instructional content, and designing and maintaining Wordpress website.

**Freelance Photographer**

March 2014 – December 2019

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