



MELISSA
CARROLL



GRAPHIC
DESIGNER
FREELANCER

PHONE: +1 816 809 6744

EMAIL: mcarroll051609@gmail.com

PORTFOLIO: <https://www.behance.net/MelissaJCarroll>

PROFILE: <https://www.linkedin.com/in/melissa-carroll-251885184>

CAREER

The bulk of my career has been spent in apparel decoration, production and digital or print graphic design, with a small portion devoted to product design.

- Five years of graphic design and prepress production for one office supply retailer, Staples, and eighteen years for myself.
- Ten years of graphic design, strike-off review and prepress production for two apparel decorating companies, HanesBrands (retail apparel for Champion, C9, Just My Size) and CampusOne Sportswear (collegiate apparel).
- Three years of graphic design, prepress production, product design and product mock-ups for two seasonal wholesalers, Hallmark Cards and Mitchell Import Co.

EXPERIENCE

► **FREELANCE DESIGNER/ILLUSTRATOR:** *Self - Employed, 2006 - Present*

Provide design services for weddings, showers, funerals, birthdays, small businesses, corporations, clubs and individuals. These services include social media posts/ads, print, illustration, digital, packaging, photo-editing, logos/branding and apparel decoration, as well as several pro-bono clients.

► **DESIGN SPECIALIST:** *Staples Inc., 2019 - 2024*

- Created 100s of original design concepts for an extensive print & digital product list with various dimensions and formats. These products were for customers walking in to a brick-&-mortar Staples store. Products included logo packages & brand maintenance, booklets, cards, catalogs, flyers, banners, menus, signage, resumes, tickets, posters, invitations, banners, forms, and more.
- Insured all final products were production ready, whether print or digital use.
- Communicated directly with store associates and sales reps on customer orders.
- Worked with a team to organize, maintain, and migrate 1000s of in-house fonts from Universal Type Client to Extensis ConnectFonts.
- Mentored would-be designers through the creative process, design fundamentals and principles.

► **MERCHANDISING ARTIST:** *HanesBrands Inc., 2013 - 2018*

- Executed 1000s of apparel design concepts in production from digital to physical samples at multi-national facilities.
- Worked with Hanes' brands; Champion, C9 by Champion at Target, & Just My Size. Organized apparel decoration with multi-national teams.
- Print & marketing material design. Improved the production system for graphic apparel decoration.
- Implemented a structured Research & Development process. Led testing of new decorating techniques. Designed apparel graphics for all brands/genders.

► **GRAPHIC DESIGNER/PRODUCTION ARTIST:** *CampusOne Sportswear LLC, 2009 - 2013*

- Design & layout of print collateral, product catalogs & marketing materials.
- Research, development & design of decorated apparel line.
- Design of custom apparel graphics.
- Maintenance of graphics library.
- Preparation and packaging of production files for apparel & print collateral.
- Customer service with sales reps & customers directly.
- Press checks on print & apparel jobs.
- Represented the company at trade shows & sales meetings.
- Technical support. Sales support.

► **CONTRACT CREATIVE:** *LandAJob Advertising & Marketing Talent, 2008 - 2009*

Was contracted to Hallmark Cards as an additional set of helping hands doing graphic design, digital Photoshop work, asset retrieval and cataloging, library maintenance, and building mock ups.

► **GRAPHIC DESIGNER/ILLUSTRATOR:** *The Mitchell Import Co., 2006 - 2008*

- Coordinated and directed product designs with China artists and factories.
- Created new design themes for marketing and collateral purposes annually.
- Oversee product design, development and production.
- Research and develop ideas for product. Designed and generated vector-based artwork for graphic and promotional materials.
- Designed and laid out catalogs, print collateral, logos, signs, labels, decals, etc.

PERSONAL STATEMENT

I am a knowledgeable and skilled designer seeking to contribute and collaborate. I look forward to helping grow your business or celebrate a personal milestone through design, illustration and/or production. My lengthy experience is diverse. I strive for the best quality and efficiency. I am able to perform on-site or remote as well as with a team or unaided.

EDUCATION

Bachelor of Fine Arts - Commercial Art

Central Missouri State University



TECHNICAL SKILLS

Apparel Decoration

Applique
Direct-To-Garment
Embroidery
Embossing/Debossing
Flock
Foil
Heat Press
Ink Additives:
- Crystallina
- Glitter (wet/dry)
- Glow-in-the-Dark
- High Density
- Puff
- Suede
Metallic Ink
Reflective Ink
Rhinestones
Screen Printing
Sublimation
Tackle Twill
Trapunto

Applications

Adobe:
- Acrobat Pro
- Bridge
- Creative Cloud
- Fonts
- Illustrator
- InDesign
- Photoshop
- Stock
- WorkFront
Connect Fonts
Font Book
Universal Type Client
PitStop
MAC Platform
Microsoft:
- Excel
- Office 365
- OneDrive
- Outlook
- PowerPoint
- Remote Desktop
- SharePoint
- Teams
- Word
Open Office
Web Browsers:
- Chrome
- Firefox
- Safari

Digital Design

Banners
Brand Maintenance
Editable PDFs
Email Headers
Infographics
Photo Work:
- Compilations
- Edits
- Restoration
Social Media:
- Ads
- Filters
- GIFs
- Posts

Print Design

Apparel
Badges
Banners
Booklets
Cards:
- Business
- Greeting
- Post
- Rack
Catalogs
Certificates
Door Hangers
Envelopes
Feather Flags
Flyers
Folders
Forms
Invitations
Letterheads
Logo Packages
Menus:
- Sign
- Brochure
- Tabloid
Name Tags
Posters
Programs
Resumes
Seating Charts
Tickets

MELISSA CARROLL



GRAPHIC DESIGNER FREELANCER

PHONE: +1 816 809 6744

EMAIL: mcarroll051609@gmail.com

PORTFOLIO: <https://www.behance.net/MelissaJCarroll>

PROFILE: <https://www.linkedin.com/in/melissa-carroll-251885184>