



JESSE MELLON

ART DIRECTOR | VISUAL BRAND STRATEGIST | GRAPHIC DESIGNER
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SUMMARY

Art director/Graphic/UI designer with 18 years experience in online and offline marketing platforms, programs, and campaigns for biotech, entertainment and big data clients.

Design team leader who translates business goals into relevant, engaging visual marketing and mentors junior designers.

Collaborates with creative directors, marketing executives, engineers, UX designers, and developers.

Hands-on creator of responsive websites, multimedia campaigns, video, outdoor, mobile, and print collateral.

Data-driven artist immersed in issues of color, composition, iconography, typography, usability, information architecture and navigation, among others.

Program advisor for Art Institute of San Diego Graphic Design Program; member of University of California San Diego Extension User Experience Design Program advisory committee; UI advisor to Mingei International Museum IT committee. Member and reviewer, AIGA.

EDUCATION

B.S. in Graphic Design, Art Institute of Pittsburgh (emphasis on visual communications and advertising design)

TECH SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Sketch
HTML, CSS
Microsoft Office

EXPERIENCE

Creative Manager

June 2018–present | NST (public relations) | San Diego, California

- + Oversee all graphic design—from marketing collateral, to defining and extending corporate identity for roster of clients, including WD-40 and McDonald's
- + Special focus on establishing and maintaining high-level identity systems (employing Adobe's Creative Cloud libraries), allowing consistent, efficient use of branded materials across multi-touchpoint campaign collateral
- + Manage all aspects of the design process, including contractors, vendors, and freelancers

Art Director + Manager of Creative Services

November 2014–April 2018 | Sequenom (biotech) | San Diego, California

- + Oversaw all branding and design for pioneering biotech company
- + Collaborated with product managers, executive leadership team, vendors, partners, and developers to ensure brand vision was realized for projects including websites, brochures, tradeshow booths, and package designs
- + Worked with internal team and external agencies to establish and formalize corporate standards for color, typography, iconography, photography and logo usage
- + Supervised and mentored junior graphic designers, photographers, and freelancers

Art Director + UI Designer

November 2008–November 2014 | Teradata (big-data analytics) | San Diego, California

- + Designed and directed implementation of user interfaces for database-performance applications
- + Collaborated with clients, supervised and mentored junior graphic designers, and worked with developers and UX team to ensure individual deliverables supported company's overarching business goals
- + Crafted and refined branding, iconography, information graphics and UI controls; contributed graphic design to marketing collateral
- + Performed competitive audits; conducted visual explorations; generated screen comps, fleshed out wireframes and developed scalable icon, color, and UI systems; defended use of white space
- + Contended with scalability challenges—when 10 icons became 20, dug deep for symbols not already used

Art Director

November 2006–November 2008 | Eventful (digital media) | San Diego, California

- + Established visual voice of multichannel campaigns for artist clients from Peter Gabriel to Infected Mushroom; promoted social-media platform with 20+ million users; collaborated with clients and agencies; led team of graphic and UX designers; conceived and directed campaign creative; delivered/optimized analytics-informed landing pages, banner ads, emails; designed custom web portals for music artists

Graphic Design Manager + Graphic Designer

November 2003–November 2006 | Sapient (marketing + tech) | San Diego, California

- + Managed team of designers and developers for Sony's consumer electronics web presence; partnered with client, project manager and UX lead to build websites, emails, landing environments and online advertisements

Freelance Art Director + Graphic Designer

November 2008–present | San Diego, California

- + Created brand identity and collateral for startups and small businesses. Formed and managed cross-functional teams