



MELISSA POE
EXPERIENCE DESIGNER

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540.233.0230

SKILLS

Branding
Typography
3D Design
Service Design
UI/UX Design
Design Thinking
Journey Mapping
Persona Creation
Rapid Prototyping
Calligraphy
Illustration/Painting
Deck Flow & Design

TOOLS

InDesign
Photoshop
Illustrator
Cinema 4D
Procreate
Final Cut Pro
Sketch
Figma
Invision

I LOVE

Traveling
My Cats
Catan
Lipstick
The Office
Laughing
Calligraphy

EDUCATION

Master of Science in Business/Branding | Experience Design
2018 to 2020, VCU Brandcenter in Richmond, Virginia

Bachelor of Fine Arts | Graphic Design
2012 to 2016, Magna Cum Laude Graduate
Longwood University in Farmville, Virginia

EXPERIENCE

Associate Creative Strategist/Designer | On Board Experiential, Sausalito, CA (remote)

April 2020 to Present

- Brainstorm, concept and design digital experiential experiences
- Created wireframes and prototypes for digital experiences
- Create personas and journey/empathy maps to tell user stories in pitch decks
- Design graphics and mockup assets for pitch decks and for digital experiences

Clients: JP Morgan/Chase, Facebook, National University

Creative Strategist Intern | On Board Experiential, Sausalito, CA

June to August 2019

- Researched consumer attitudes and trends to form strategic insights
- Brainstormed, conceived and designed experiential experiences
- Designed and presented pitch decks

Clients: Airbnb, Jansport, Nike, Stripe & Jr. Drew League

Graphic Designer | Ruth Soukup Omnimedia, Punta Gorda, FL (remote)

February 2017 to September 2019

- Produced a comprehensive brand guideline system for the whole company
- Created the 'Do it Scared' logo, book cover and branding system
- Illustrated a Floral Planner design that became the best-selling planner for the company
- Designed and illustrated large scale banners and signage for the Activate 2018 event
- Daily tasks included: Photo manipulation/editing and designing graphics for blog posts, social media and the 'Do it Scared' podcast

ACHIEVEMENTS

D&AD Wood Pencil Winner | July 2020

Client: Penguin Random House UK

1st place winner of the VCU Brandcenter Sprint | January 9–13, 2020

Client: Buffalo Wild Wings - The Martin Agency

1st place winner of the Care for Caregiving Hackathon | October 27–28, 2018

Product: Hummingbird App