

MELKIN NOLASCO

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www.melkinn.com

EDUCATION

**Bachelor of Technology
in Communication Design**

New York City

College of Technology

City University of New York

SKILLS

Logo Design

Brand Identity

Typography

Layout and Composition

Web Design/HTML/CSS

Print/Digital Design

Drawing/Illustration

Photography

Video Editing

3D Design

SOFTWARES

Adobe Creative Suite

Microsoft Office

Maya

Wordpress

OPERATING SYSTEMS

MacOS

Windows

FOREIGN LANGUAGE

Fluent in Spanish

EXPERIENCE

MULTIMEDIA DESIGNER | SACKS COMMUNICATIONS

New York, NY | February, 2018 - Present

Creates compelling and genuine graphic solutions across multiple channels for important events of various agencies, including The City University of New York (CUNY), Metropolitan Transportation Authority (MTA), and the Office of the New York State Governor. Responsible for designing a wide-range of digital and print materials, such as logos, brochures, program books, directories, flyers, posters, display signs, ads, websites, E-blasts, newsletters and promo videos. Creates thought-out and dynamic products that perfectly correlates to the theme of every event, and the brand of each client. Creates aesthetic designs across multimedia platforms as a means to engage viewers and readers to participate on each event.

GRAPHIC DESIGNER | PALMCO ENERGY

Brooklyn, NY | December, 2015 - February, 2017

Redesigned a new branding for the company including, a new logo and collateral materials. Worked with the marketing team on multiple problem-solving projects by designing marketing campaigns across multiple channels. Designed digital and print materials such as logos, brochures, flyers, post cards, ads, web pages and E-blasts. Updated and created new graphics for the company's website.

GRAPHIC DESIGN ASSISTANT | BALLETS JEWELS

New York, NY | February, 2013 - December, 2015

Photographed all the company's jewelry line. Edited, and color-corrected all of the product's images. Filed, resize and converted all images for FileMaker and for web. Created mock-ups of jewelry. Worked on projects such as carding, trend books, and trend boards. Printed, cut and mounted jewelry cards, images and jewelry mock-ups.

GRAPHIC DESIGN INTERN | LA CUCINA ITALIANA MAGAZINE

New York, NY | August, 2012 - December, 2012

Assisted the Art Director on the typography, layout design, and editorial of the monthly magazine. Designed artwork, page layouts and page templates. Styled paragraphs and formatted text for magazine articles. Organized files and updated the server. Assisted on photo shoots.