Melissa Katz

mkatzdesigns@gmail.com
www.mkatzdesigns.com

Experience

Freelance Designer | M.Katz Designs
Jan 2024 – Present | Remote

- Brand Identity Design: craft winning brand strategies, design memorable logos, and establish comprehensive brand guidelines so every touchpoint becomes an impactful experience, fostering brand loyalty and leaving a lasting impression.
- Event Experience Design: design immersive and unforgettable visual conference experiences that increase loyalty and engagement, and bring brand stories to life.
- Editorial & Content Design: transforming complex information into visually compelling websites, reports, and editorials that inform, engage, and resonate.

Creative Director | Scrum Alliance
Jan 2022 – Nov 2023 | Colorado

- Revitalized Scrum Alliance's brand identity through a strategic redesign, crafting a comprehensive digital brand standards guideline that encompassed mission, vision, voice, messaging, logos, photo and video style, badges, and icons.
- Led and managed the 6 month project of the UX/UI overhaul of the website by working with 4 cross-functional teams, outside contractors, and stakeholders.
- Designed a vibrant and adaptable visual language for global and regional gatherings, enhancing brand recognition.

Co-Founder + Creative Lead | ALL IN Athletes
May 2022 – Nov 2023

- Co-founded a company dedicated to raising awareness for mental health in athletics through meaningful conversations and community.
- Led comprehensive initiatives encompassing brand strategy, visual identity, website design and build, apparel design, social strategy and engagement, marketing campaigns, podcast development and editing, and events.

Design Manager | The Port of Virginia
Nov 2019 – Jan 2022 | Virginia Beach, VA

- Led visual branding initiatives for America's fifth-largest port, directing strategies and campaigns across earned, owned, and paid media channels.
- Defined, protected, and elevated the brand by creating a comprehensive digital brand standards guideline and implementing a digital asset management system.
- Successfully managed end-to-end execution of diverse creative projects including State of the Port address, AAPA National Convention, four annual reports, two sustainability reports, mission and vision roll-out, and a new website.

Graphic Designer | The Port of Virginia
Sept 2016 – Nov 2019

- Designed all visual communications for the port; earned recognition from the maritime industry with 30 communications awards, spanning diverse materials such as annual reports, websites, and special events—marking a notable achievement after previously receiving zero awards.

Design & Marketing Manager | Jody's Popcorn
Oct 2015 – Sept 2016 | Virginia Beach, VA

- Designed and built a cutting-edge e-commerce website, enhancing UX, enabling seamless large-scale corporate ordering, and driving business growth.
- Crafted and implemented a cohesive visual design strategy, including digital, print, and in-store materials, ensuring a consistent presence across platforms.

Graphic Designer | McDonald Garden Center
Feb 2015 – Sept 2015 | Hampton, VA

- Crafted a unified visual identity, elevating brand presence as top local garden shop across emails, in-store signage, ads, mailers, packaging, website, and events.

Pambassador | Giant Panda Research Base
March – Nov 2013 | Chengdu, China

- Traveled to 19 countries, advocating for pandas and conservation globally.

Education

Savannah College of Art & Design 2022
Master of Arts
Graphic Design & Visual Experience

Monmouth University 2010
Bachelor of Fine Arts – Graphic Design
Bachelor of Arts – Photography
Division 1 Field Hockey Athlete
Female Athlete of the Year 2010

Certifications

SCADamp, 2022
18 professional presentation courses
LEVEL C Brand Architect, 2022
LEVEL C Brand Strategist, 2021
LEVEL C Brand Specialist, 2020
Certified Scrum Master, 2021