

JERSEY CITY, NJ, USA

WWW · TW · LINKEDIN

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MELANIE@HOTIRONCREATIVE.COM

I'm an experienced, talented graphic designer with both creative and technical bents, seeking a small company with personality and a desire to succeed.

Many have come to me seeking good design and stayed for the invaluable partnership. I solve a variety of business problems with creative thinking and innovative design solutions. I work best independently and get along with principals, marketing, engineers, vendors, and hackers.

I have a great computer, the latest design software, and roughly 13,397 fonts installed. I need to work part-time or part remotely, but I have a car and can reach many places reliably from Jersey City.

RELEVANT SKILLS [PORTFOLIO ↗]

brand identity/guidelines	packaging/BOM
concept development	exhibit design
print/online advertising	presentations
creative leadership	print production
photography direction	publications
project management	vector illustration
desktop/mobile apps	typography
pixel-perfect UI design	color theory
HTML/CSS/JS/PHP	copywriting
UX wireframes	Adobe CC
data visualization	industrial design
iconography	DIY tech support
email/social marketing	Mac only

HIGHER EDUCATION

2008 Art Academy of Cincinnati

Individual credits in Fine Art

2000 Bridgerland Applied Tech

Certificate in Computer Graphics and CAD

AWARDS + PUBLICATIONS

2016–2017 Winning logo for BSides Las Vegas
2011 Cover feature of *Custom Retailer*, "Young Turks of CE" as Creative Director for Autonomic
2010 CEDIA Product of the Year for Autonomic
2009–2011 Logos featured in *LogoLounge Master Library Volume 1*, *LogoLounge 4 Mini*, *Letterhead & Logo Design 11* (all by Rockport Publishing)
2008 CE Pro Gold Award, touchscreen interface
2007 AIGA Design Award for Hotiron logo
2007 "DIY Business Cards" article in *CincyChic*
2007 Neenah PaperWorks Gold: Storybook Homes

WORK HISTORY [ENDORSEMENTS ↗]

Hotiron Creative: Designer of Things (Owner), 06/02–Present, NYC + Jersey City, NJ

I design comprehensive brands around innovative ideas with logos, identity, web, UI, print, marketing, and product design. **Clients:** Bounce (P&G), Chiquita (RED), Five Star (Mead), Kodak (Ogilvy), Canon (Dentsu), Epson, SeaPak, Cincinnati Bell, Ogio, NuVo, no starch press.

Security BSides: Global Senior Staff Designer, 5/16–Present, NYC + Las Vegas, NV

Seasonally, I design the event identity, sponsorship prospectus, promotional materials, conference program, track boards, web graphics, and other visual design needs for a large, well-known annual information security conference in Las Vegas called BSides Las Vegas, which occurs just before Def Con. I also consult on branding for all global BSides chapters.

Autonomic Controls: Creative Director, 05/08–10/12; 06/14–10/17, Armonk, NY

As creative director, I helped this tech company grow organically from zero to a multimillion-dollar valuation in less than eight years. I designed and oversaw marketing and product development from a branding perspective. Design work included hardware industrial design and UIs for music control and system configuration on various devices and automation systems. I designed and maintained the website, email marketing, packaging, trade show exhibits, and advertising campaigns, including copywriting, illustration, and photography direction.

SAP Labs: Senior User Interface Designer, 03/13–06/14, New York, NY + Germany

For nearly eighteen months on a temporary, remote team in NYC reporting to Walldorf, I provided visual UI design for the overhaul of responsive business applications running on the emergent SAP HANA, a comprehensive suite of enterprise software for global, Fortune 100 companies. Projects included AR and shipping/transportation logistics.

F+W Media: Graphic Designer, 06/04–06/10, Denver, CO + Cincinnati, OH

I provided design, layout, mockups, illustration, art direction, photography and print production for art and special-interest magazines and books: *Writer's Digest*, *HOW*, *Family Tree*, *Watercolor Artist*, *Memory Makers*, Memory Makers Books, North Light Books, and Krause Publications.

Hyperquake: Graphic Designer, 10/07–01/08, Cincinnati, OH

I collaborated with Landor on Bounce (P&G) product redesign, coordinating artwork production, color separations, and brand usage guidelines for packaging and point-of-purchase displays.

GJP Advertising: Graphic Designer, 11/06–02/07, Cincinnati, OH

I collaborated with the creative team in designing and producing artwork for display ads, direct mail, bus wraps, and other ads for clients such as Cincinnati Bell, SeaPak, and Farm Rich foods.

VOLUNTEER WORK + SPEAKING GIGS

2017 Member of the official DefCon 201 hacking group in New Jersey: design and planning
2016–2017 BSides Las Vegas: Identity, program, signage, and support materials for annual information security conference, between BlackHat and Def Con conferences in Las Vegas, NV
2009–2013 Guest lecturer on branding for NYU-SCPS, "Positioning and Branding," New York, NY
2012–2013 Contempt: Print advertising for a monthly dance music event in New York, NY
2012 Guest lecturer on graphic design principles and practice for high school students, grades 9–12, at Hahn Expeditionary Learning School in Brooklyn, NY
2008 Presented "The Business of the Card" about business cards to a group of entrepreneurs
2007–2008 Cystic Fibrosis Foundation: Designed invitations, reply cards and event program for Celebrity Waiters fundraisers in Cincinnati, OH
2006–2007 eWomenNetwork: Design for business networking events in Cincinnati, OH