

EMAIL FOR APPOINTMENT

NYC · W · LINKEDIN

PH 646 414 4114

MELANIE@HOTIRONCREATIVE.COM

HELLO, FRIEND.

I'm a creative, meticulous, and experienced visual designer with a passion for vector art, typography, novel ideas, and information security. I solve a variety of business problems with design and other innovative solutions as a strategic partner. I work independently and play well with engineers, developers, and hackers.

RELEVANT SKILLS [PORTFOLIO ↗]

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

EDUCATION**2007–2008 Art Academy of Cincinnati**

Individual credits in Fine Art

1999–2000 Bridgerland Applied Tech

Certificate in Computer Graphics and CAD

AWARDS + PUBLICATIONS

2016–2017 Winning logo for BSides Las Vegas
2011 Featured on the cover of *Custom Retailer*, for "Young Turks of CE" as CD for Autonomic
2010 CEDIA Product of the Year: Mirage Media Server for Autonomic
2009–2011 Logos featured in *LogoLounge Master Library Volume 1*, *LogoLounge 4 Mini*, *Letterhead & Logo Design 11* (all Rockport Publishing)
2009 Logo featured on Czech Logo Revue
2008 CE Pro Gold Award, touchscreen interface design for Autonomic Mirage audio control
2007 AIGA Design Award for Hotiron logo
2007 "DIY Business Cards" article in *CincyChic*
2007 Neenah PaperWorks Gold Award for Storybook Homes identity
2006 IPPY Award for design of *A Financial Minute*

WORK HISTORY [ENDORSEMENTS ↗]**Hotiron Creative: Designer of Things (Owner)**, 2002–Present, New York, NY

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.

Autonomic Controls: Creative Director, 2008–2012; 2014–Present, Armonk, NY

I design and oversee marketing and product development from a branding perspective, for an award-winning software company and manufacturer of distributed audio systems for custom installation, leading a luxury B2B market. My design work includes hardware industrial design and UIs for music control and system configuration on various devices and automation systems. I design and maintain the web site, email marketing, packaging, trade show exhibits, and advertising campaigns, including copywriting, illustration, and photography direction.

Security BSides: Global Senior Staff Designer, 2016–Present, New York, NY

I design the event identity, sponsorship prospectus, promotional materials, conference program, track boards, web graphics, and other visual design needs for a prestigious annual information security conference in Las Vegas, as well as branding for all chapters globally.

SAP Labs: Senior User Interface Designer, 2013–2014, New York, NY + Germany

I provided visual design for the overhaul of business applications running on SAP HANA, a comprehensive suite of enterprise software for global, Fortune 100 companies.

F+W Media: Graphic Designer, 2004–2010, 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, 2007–2008, 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, 2006–2007, 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.

Further experience includes design and production for several industries, including commercial printing, publishing, and volunteer work. I'll gladly provide details and references upon request.

VOLUNTEER WORK + SPEAKING GIGS

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: Designed badges, programs and signage for business networking events in Cincinnati, OH