
Melissa J. Stone

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Professional History:

I have experience in all areas of graphic design; marketing communications, print design, digital production, web site design, corporate design, branding, identity systems and graphic design education. I have held positions as Senior Graphic Designer, Design Director, Assistant Professor: Graphic Design, Visual Communications Department Chair, Founding Director: DesignWorks at MCAD, and Visual Marketing Director. I am currently the In-House Graphics & Production Manager at World Products Inc. in Sonoma, CA, where I work with electronic technical information for catalog design, data sheets and marketing materials on a daily basis. Additionally, I established and have successfully operated a graphic design and illustration freelance consultation business, BigBrain Productions | TransMedia Design & Digital Illustration, for over 20 years.

My design work is as diverse as my professional experience and each project reflects the concentrated effort of designer and client, working together to solve the challenges of the project. In my experience, producing a successful brochure, web site or business card (any project, big or small) is based on trust, good communication, idea sharing, research, and reliable information.

My personal and creative work philosophy: **1.** The most important aspect of the learning or work experience for me is that everyone thrives in an ethical, inspiring, productive and positive environment. **2.** I don't know everything. Never have, never will. **3.** Every award you'll ever win is the result of teamwork. **4.** Take risks. Fail at something every day. **5.** Read. Watch TV. Go to the movies. Experience live theater and concerts. **6.** Play every day. **7.** Theory and practice must work together to enlighten and enliven the process of visual communication. **8.** Good visual communication solutions depend on thorough research. **9.** Graphic design professional practice must support a mission that fosters ethically and environmentally responsible innovation and development. **10.** Most of all, have fun. Otherwise it's not worth it.

Expertise

- Diverse Professional Background
- Marketing Communications
- Design Management
- Design Education & Training
- Corporate Design
- Branding & Identity Guru
- Digital Illustration
- Print & Digital Production
- In-House Design Experience
- Web Site Architecture
- Web Site Design & Management

Education

Art Center College of Design

Pasadena, California
Media Design Program
Degree: MFA

California College of the Arts

Oakland, California
Graphic Design & Photography
Degree: BFA

Minneapolis College of Art & Design

Minneapolis, Minnesota
Graphic Design & Photography

Professional Design Experience

Current Position:

World Products Inc.

Sonoma, CA
In-House Graphic Design & Production
Manager/Marketing Director
February 2007 to present.

BigBrain Productions | TransMedia Design

Sonoma, California
www.bigbraingirl.com
1997 to present
Part-time Freelance & Consulting, web
site design/maintenance

Hall Kelley

Minneapolis, MN
Senior Graphic Designer

Carlson Marketing Group

Minneapolis, MN
Art Director

Madsen & Kuester

Minneapolis, MN
Graphic Designer

Web Site Design & Maintenance

worldproducts.com

zentropy:partners

Minneapolis, MN
Design Director/Senior Designer

Software Knowledge

Adobe CS6

Illustrator, Photoshop, InDesign,
Dreamweaver, Acrobat, Bridge,
AfterEffects, Flash
(I have been using Adobe products from
Version 1 to the present.)

I am currently taking classes at lynda.

com for: Adobe Contribute, Adobe
Digital
Editions, Adobe Digital Publishing Suite,
Google AdWords & Google Analytics.

Additional Software:

iMovie, iPhoto, iDVD, QuickTime, iTunes,
Microsoft Office, Fetch, FontExplorer X
Pro
