
Melissa J. Stone

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Professional History:

I have extensive 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. Additionally, I established and have successfully operated a graphic design and illustration freelance business, BigBrain Productions | TransMedia Design & Digital Illustration, for over 15 years.

I have been a catalyst for change in every company for which I have worked from the beginning of my career; either in a personal or professional way. As my career has progressed, I have been sought out as someone who instills confidence while instituting change, as I embrace change and I implement changes that succeed. Finding a workplace that encourages education, expansion, diversity, exploration, team building, personal growth, entrepreneurialism and that is encouraging of the creative spirit, is what I am looking for.

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
- Educational Entrepreneur
- Design Education & Training
- Corporate Design
- Branding & Identity Guru
- Catalyst for Digital Change
- Digital Illustration
- Print & Digital Production
- In-House Design Experience
- Web Site Visual Design

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

BigBrain Productions | TransMedia Design

Sonoma, California
www.bigbraingirl.com
1997 to present
Part-time Freelance & Consulting

World Products Inc.

Sonoma, CA
In-House Graphics & Production Manager
February 2007 to present.

zentropy:partners

Minneapolis, MN
Design Director/Senior Designer

Web Site Design

www.twoamigoswines.com

Web Site Design & Maintenance

worldproducts.com
wp-wireless.com

Hall Kelley

Minneapolis, MN
Senior Graphic Designer

Web Site Maintenance

www.twoamigoswines.com
www.glenlyonwinery.com

MSU, Mankato

Mankato, MN
Assistant Professor: Graphic Design
Courses: Typography 1-3, Web Design,
Graphic Design (Intro to Senior Level)
August 2003 to January 2007.

Carlson Marketing Group

Minneapolis, MN
Art Director

Madsen & Kuester

Minneapolis, MN
Graphic Designer

Software Knowledge

Adobe CS6

Illustrator, Photoshop, InDesign,
Dreamweaver, Acrobat, Bridge,
AfterEffects.

I am currently taking classes at lynda.com for:

Adobe Contribute, Adobe Digital
Editions, Adobe Digital Publishing Suite,
Google AdWords, and Google Analytics.

Additional Software:

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