

# MEL DYJAK

## GRAPHIC DESIGNER

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Michigan

### PROFILE

Multi-disciplined, creative, and enthusiastic Senior Graphic Designer with 5+ years of experience in creating high quality print, web design, and social media content from concept to completion across multiple platforms. Correspond closely with marketing team and initiate art direction to design and deliver prompt strategic, on-brand work that reflects the latest design trends.

### EXPERIENCE

#### **Graphic Designer, Blue Thumb, Saginaw, MI – 2012-Present**

- Lead Graphic Designer for a social media marketing and web design firm.
- Collaborate with design team to produce on-brand graphics for various clients.
- Facilitate clients' needs with creative problem solving and well designed solutions.
- Mentor, train, and evaluate design interns
- Excel in quick and effective design from concept to completion across multiple mediums:
  - Print and Digital Design
  - Brand Identity
  - Marketing Collateral
  - Website Design
  - Social Media Design & Management
  - Facebook Live
  - Photography
  - Audio and Video Editing
  - Keynote Presentations

#### **Key Accomplishments**

- Design creative digital and print graphics, websites, and social media content to increase traffic and brand recognition for 90 companies across many platforms
- Re-brand parent Blue Thumb company and website to a clean, modern design

#### **Graphic Designer, Booth Mid-Michigan, Bay City, MI – 2009-2012**

Integral member of a seven artist team, design print and digital ads in a fast paced, deadline driven environment for multiple newspapers.

#### **Graphic Designer, Midland Community Center, Midland, MI – 2008-2009**

Design mailers, postcards, flyers, brochures, advertisements, and meet deadlines

### EDUCATION

**Saginaw Valley State University – B.A. Graphic Design, 2007**

### SKILLS

**Adobe Creative Suite, InDesign, Photoshop, Illustrator, Muse, Dreamweaver, Premiere.**

Print Design, Page Layout, Typography, Business Identity, Web Graphics, Web Design, Mobile Design, Photography, Videography, Design Principles, Art Direction, Social Media

### INTERESTS

Photography, Travel, Apple, Adobe, Sports, Video Games, Technology, California, Adobe MAX