

# melissa leigh johnston

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I am an accomplished graphic designer, skilled in both print and online communications, who is always up for a challenge. Problem-solving comes naturally to me, and finding smart, meaningful solutions with unique perspectives is what I do best. My work ethic is rock-solid, and my love of all things visual keeps me striving for design that delights and inspires. With a previous career in business and marketing, I have a nuanced understanding of both the creative and business side of projects. My motto is to keep things simple, strive to be better and never stop having fun.

## design experience

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### LEVINE & ASSOCIATES, DESIGNER

*May 2011–Jun 2014, Washington, DC*

Responsible for print and interactive communications for a studio that specializes in brand strategies and integrated campaigns for cause-driven organizations. Developed strategy and a wide range of materials including publications, websites, social media and web-based collateral, branding, presentations, motion graphics, advertising and environmental graphics. Excelled at managing multiple projects and client expectations through project completion. Worked closely with managing director, design director and clients to manage schedules, budgets and deliverables while coordinating outside resources. Collaborated with fellow designers on research, conceptualization and production. Photographed studio work, events and art directed client photo shoots.

### ASCD, DESIGN INTERN, PART-TIME

*Feb 2011–May 2011, Alexandria, VA*

Responsible for designing marketing collateral, advertisements, environmental graphics and online products and services in this large educational membership organization.

### NATIONAL GEOGRAPHIC SOCIETY, DESIGN INTERN, FULL-TIME

*Sep 2010–Dec 2010, Washington, DC*

Responsible for publication design and production tasks including dust jacket design, interior layout, style formatting, retouching and silhouetting artwork, prepress production and image and color selection for the Books Publishing Services Department. Designed and produced a motion graphic presentation for top executives.

## business & marketing experience

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### CENTENNIAL CONTRACTORS, SUPERVISING OFFICE MANAGER

*Feb 2006–Apr 2010, Rockville, MD*

Successfully managed the administration of 20 design-build projects for a general contractor at 17 military stations in nine states valued at over \$40 million while supervising two direct reports. Responsible for the office budget and verifying accounting reports. Processed contracts, insurance and bonding. Prepared and reconciled billings and invoices. Appointed as Communications Coordinator for quarterly newsletter.

### CLASSICAL MOVEMENTS, MARKETING MANAGER

*Jun 2005–Feb 2006, Alexandria, VA*

Managed marketing operations for an international touring company specializing in music groups such as the National Symphony Orchestra and the Yale Alumni Chorus. Responsible for print advertising, direct mailing and website management. Prepared proposals and tour budgets.

### ERP, MARKETING DIRECTOR

*May 2002–Feb 2005, West Liberty, IA*

Directed marketing efforts, excelling at integrated communications, for a manufacturer of roofing materials. Created brochures, direct marketing campaigns, samples, website and co-op advertising program. Created and conducted sales training programs for distributors.

## education

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### BFA GRAPHIC DESIGN, 2012

George Mason University, Fairfax, VA  
GPA: 4.0/4.0

### BBA MARKETING, 2002

University of Iowa, Iowa City, IA  
GPA: 3.6/4.0

## skills

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After Effects  
Dreamweaver  
Final Cut Pro  
Flash  
HTML & CSS  
Illustrator  
InDesign  
Keynote  
Microsoft Office & Powerpoint  
Photoshop & Lightroom  
Wordpress

## recognition

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### 2013 AIGA (RE)DESIGN AWARD

AARP International's *The Journal*  
Designed while at Levine & Associates

### PLATINUM 2013 MARCOM AWARD

Bryn Mawr's *Communiqué*  
Designed while at Levine & Associates

### GMU SENIOR DESIGN

### PROJECT WRITING AWARD

*Numb*, Senior Book Project, Sponsored by Writing Across the Curriculum

## continuing education

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### AN EVENT APART

Responsive web design two-day learning session, Summer 2012