



## MELISSA CAVALLARO

GRAPHIC DESIGNER

### CONTACT

203.414.5336

mellissacav@gmail.com

linkedin.com/in/mellissacavallaro

### PORTFOLIO

melissacavallaro.com

behance.net/melissacavallaro

### EDUCATION

Rochester Institute of Technology, Rochester, NY

BFA in Graphic Design, 2014

Minor in Packaging Science

Concentration in Web Design & Development

Concentration in American Sign Language

GPA 3.58, Dean's List

### SKILLS & SOFTWARE

Adobe CS6    Dreamweaver

Illustrator    After Effects

Photoshop    ArtiosCad

InDesign    SketchUp

Flash    SolidWorks

HTML5    Javascript

CSS3    jQuery

### SPECIALTIES

Web Design & Development

Responsive Design

Packaging Design

Branding & Identity

Information Design

Advertising

### ACTIVITIES

Member of RIT's AIGA

RIT Women's Club Soccer

Volunteer, Special Olympics CT

### EXPERIENCE

#### Layout Artist - Amscan

August - October 2014 | Elmsford, NY

A Temporary position, worked on a creative team in the production department. Designed products and packaging for Party City.

#### Web Designer - RIT Production Services

December 2013 - May 2014 | Rochester, NY

Designed websites for various clients on the campus.

#### Graphic Design Intern - Pilot Pen America

Summer 2013 | Jacksonville, FL

Worked in a small creative team and with the marketing department to develop 2014 packaging designs. Designed and created blister cards, display cases and flyers for various products.

#### Graphic Designer - Willow Group, Ltd.

September 2012 - May 2013 | Batavia, NY

Updated and managed the company website. Designed catalogs, e cards, logos and interactive web pieces.

#### Freelance Designer

MNA|BAX

September - October 2014 | New Milford, CT

Worked remotely to re-brand Weis Grape Jelly Brand.

Colangelo Synergy Marketing

July - August 2014 | Darien, CT

Worked in the studio as a production designer for two weeks, designing layout treatments for advertisements for clients such as Diageo.

Reporter Magazine

September 2013 - April 2014 | Rochester, NY

Designed spreads for the RIT magazine.

Barnum Engineered Systems

July 2013 - January 2014 | Derby, CT

Designed and developed the company's website.

Toy Library at the Lincoln Branch Library

May - November 2013 | Rochester, NY

Designed and installed a mural for the library.

### OTHER EXPERIENCE

#### Teaching Assistant

RIT Packaging Science Department

January - May 2014 | Rochester, NY

#### Supervisor & Soccer Official

RIT Intramurals

September 2010 - May 2014 | Rochester, NY

#### Note Taker

NTID Services at RIT

December 2012 - December 2013 | Rochester, NY