

# Melissa Benson

**Portfolio:** melissa-benson.com

**LinkedIn:** linkedin.com/in/melissabensondesigner

## PROFILE

I love contributing to success by employing my visual design skills and knowledge. I have worked on design projects both autonomously and in groups, developing skills to research unique problems, prototype concepts, and present ideas confidently. I am a highly collaborative and supportive person, focusing on all of my projects to ensure every client gets the very best result. I strive to go above and beyond in my work no matter what the challenge may be, aiming to deliver my very best work every single time across all of my undertakings.

## SKILLS

- Adobe: Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Premiere Pro
- Articulate: Storyline 360, Review 360
- Microsoft Office: Word, PowerPoint, Excel, Outlook
- HTML, CSS, JavaScript, WordPress, PHP, Figma, Vyond
- Branding, editorial design, fine art creation, copywriting, proofreading, video editing

## EXPERIENCE

### Communications Designer

November 2022 – Present

Mercer Ireland, Dublin, Ireland

- Designs and delivers communications and educational solutions to meet clients' needs.
- Focuses on custom-made communications such as personalised emails and printed materials.
- Monitors the success of communications using digital interaction analysis.
- Contributes to the development of new communication materials and strategies.
- Oversees the delivery of tailor-made email campaigns.
- Delivers key client projects on time and on budget.
- Liaises with colleagues across teams and business lines to achieve successful outcomes for clients.

### eLearning & Graphic Designer

December 2019 – August 2022

Clarity Engagement Solutions, Dublin, Ireland

- Designed and developed intuitive eLearnings and resources.
  - SCORM packages
  - Case studies
  - Worksheets
- Created brochures and white papers promoting brand awareness and sharing information.
- Designed interactive PDFs and PowerPoint slides used for business development purposes.
- Proactively managed multiple project deadlines with the ability to prioritise workload.
- Strong communicator with the flexibility to work as part of a team and on solo projects.
- Edited and proofed artwork, PowerPoints and PDFs.
- Ability to turn projects around quickly while adapting to changes in client requirements.
- Ensured all deliverables followed brand guidelines, maintaining consistency and professionalism for all clients.
- Liaised with the marketing team, taking ideas and translating them into effective visual designs.

### Graphic Designer

June 2018 – December 2019

Cassidy Travel, Dublin, Ireland

- Designed captivating, easy to understand printed pieces and digital publicity to attract customers.
  - Printed materials (logos, window ads, brochures, in-store POS)
  - Web assets (web optimised banners and graphics)
  - Social media content (Facebook and Instagram graphics and email marketing)
  - Large format graphics (brochure racks, deck chairs and cafe banners)
- Created low and high fidelity wireframes, keeping usability and aesthetics in mind.
- Managed in-store TVs (assembled videos, updated with current offers and promotions) to elicit interest.
- Branded promotional products to increase brand awareness (water bottles, flip flops, towels, and more).
- Liaised with external printers and was trusted with using company credit card.

**MA in Graphic Design Practice**  
Dublin Institute of Technology, Dublin, Ireland

**September 2016 – February 2018**

**Freelance Artist/Designer**

**August 2013 – August 2017**

Self-Employed, Remote

- Closely collaborated with clients to deliver strong, compelling work.
- Approached all projects with deliberate focus to ensure each task was completed efficiently and effectively.
- Helped brainstorm with clients to evoke idea generation and ensure a winning final product.
- Jobs included branding, editorial design, front-end web development, and fine art production.

**Bakery Associate**

**November 2014 – December 2016**

Wegmans Food Markets, Scranton, PA, USA

- Thoughtfully decorated baked goods and appropriately stocked inventory to maximise sales.
- Built friendly relations and easily communicated with co-workers, managers, and customers through a confident and outgoing demeanour.
- Employee of the Month, June 2016: Received recognition for positive attitude and exceptional customer service.

**Teller Supervisor Backup**

**August 2011 – May 2014**

PNC Bank, Scranton, PA, USA

- Cultivated working relationships with co-workers and clients of varying personality types and coming from different backgrounds, fostering a professional and egalitarian attitude at all times.
- Supported teller line, balanced cash drawers, and ordered money to manage cash levels and reduce risk.

**Barista**

**September 2010 – July 2011**

Starbucks, Washington, DC, USA

- Crafted complex, delicious beverages in a timely manner and had good rapport with repeat customers.
- Operated cash register, continuously brewed coffee, restocked pastries, warmed up food, and maintained hygiene standards.

**Summer Intern**

**June 2010 – August 2010**

Department of Recreation, Parks and Cultural Activities, Alexandria, VA, USA

- Helped to plan and organise the first annual Alexandria Youth Arts Festival.

**EDUCATION**

**Master of Arts in Graphic Design Practice**

**Second class honours (2:1)**

Dublin Institute of Technology, Dublin, Ireland

February 2018

- **Courses taken:** graphic design, prepress production, print production technology, media law, strategic marketing, project management & entrepreneurship.
- **Thesis:** What skills should web designers in Ireland possess in order to leverage the most successful creative and collaborative strategy within the web design process?

**Bachelor of Arts in Studio Art**

**Magna cum laude (3.79/4.0)**

American University, Washington, DC, USA

May 2011

- **Courses taken:** drawing, painting, sculpture, ceramics, relief printmaking, kinetic sculpture, multimedia, graphic design, typography, digital design, photography.
- **Elizabeth Van Swinderen Award:** Given by the American University Department of Art to the outstanding senior art major who has shown the greatest professional and creative promise.

**HOBBIES and INTERESTS**

Music, board games, singing, hiking, reading, baking, running, yoga, pilates, piano, theatre, camping, painting, sewing, snorkelling, disc golfing, kayaking, ukulele, zero-waste, thrifting, Duolingo, Chess.com.