

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 enjoy creating and implementing visual and web design.

SKILLS

- Adobe: Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Premiere Pro
- Microsoft 365: Word, PowerPoint, Excel, Outlook, Planner, Lists, Teams, OneNote, Power Automate, OneDrive, Forms, SharePoint
- Articulate: Storyline 360, Review 360
- HTML, CSS, JavaScript, WordPress, PHP, Figma, Vyond, Visual Basic for Applications
- Branding, editorial design, fine art creation, copywriting, proofreading, video editing

EXPERIENCE

Mercer Ireland, Dublin, Ireland / Hybrid

November 2022 – Present

Specialist - Graphic Design, April 2026 – Present

Communications Designer, November 2022 – March 2026

- Promoted in recognition of consistently delivering high-quality work, fostering team collaboration, and demonstrating proactive leadership.
- Champions process improvements by onboarding and continually mentoring peers on best practices.
- Leverages AI to automate reporting and eliminate repetitive tasks.
- 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.

Clarity Engagement Solutions, Dublin, Ireland / Remote

December 2019 – August 2022

eLearning & Graphic Designer

- 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.

Cassidy Travel, Dublin, Ireland / On-site

June 2018 – December 2019

Graphic Designer

- 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.

Studied at Dublin Institute of Technology, Dublin, Ireland

September 2016 – February 2018

MA in Graphic Design Practice

Self-Employed, Remote

August 2013 – August 2017

Freelance Artist/Designer

- 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.

Wegmans Food Markets, Scranton, PA, USA

November 2014 – December 2016

Bakery Associate

- 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.

PNC Bank, Scranton, PA, USA

August 2011 – May 2014

Teller Supervisor Backup

- 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.

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

Board games, music, camping, singing, hiking, reading, baking, running, yoga, piano, painting, sewing, snorkelling, disc golfing, kayaking, zero-waste, thrifting, Duolingo, Chess.com.