

# Melanie Edisen

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## OBJECTIVE

Multidisciplinary designer with experience in branding, web design, signage, and production management seeking to create impactful, strategy-driven visual work within a collaborative creative team.

## PROFESSIONAL EXPERIENCE

### Jim's Sign Shop, Fallbrook, CA — *Executive Design & Business Manager*

Executive design & business manager for a regional custom sign manufacturer and installer serving a diverse customer base throughout Southern California. (AUG 2019 - PRESENT)

- Lead projects from conception to deliverable. Create logos, branding systems, signage, and develop web presence. Interface directly with clients to solidify visual identities aligned with their business goals.
- Oversee multiple communication, finance and creative platforms. Enable business operations to successfully serve an evolving customer base.
- Synchronize workflow between design, production, and customer service teams to translate government and private sector client specifications to effective visual solutions.

### Advontemedia, Murietta, CA — *Web Developer & Digital Designer*

Web developer and digital designer for a creative agency supporting emerging brands through responsive web design, digital publishing, and marketing communications. (FEB 2017 - MAR 2019)

- Collaborated with creative and development teams to deliver responsive websites, digital marketing materials, and branded visual assets aligned with client goals.
- Developed and maintained web and print-ready creative using Adobe Creative Suite, Dreamweaver, and collaborative project management platforms to meet production timelines and client expectations.
- Contributed to the development of Vertiquil, a digital publishing platform that transformed print magazines into responsive digital editions optimized for desktop, tablet, and mobile viewing without the use of a standalone app.
- Performed quality assurance testing for client websites and digital publications, ensuring responsive functionality, visual consistency, accurate linking, and polished user experience across devices.

## EDUCATION

The Art Institute California - San Diego — *BS, Audio Production (OCT 2009 - JUN 2015)*