

# MELISSA BORGERDING

☎ (443) 996 2464

✉ melborgerding@gmail.com

🌐 melissaborgerding.com

in linkedin.com/in/melissa-borgerding

## EXPERIENCE

### Art Director

2022 - 2023

Garnet & Black Magazine | Columbia, SC

- ◆ Led 10 designers in producing high-quality creative design material (print layout, online graphics, infographics, illustration) for UofSC's student-life magazine
- ◆ Provided conceptual design, layout, and composition expertise within internal and external teams
- ◆ Developed and implemented brand consistency when preparing final print master documents, in collaboration with the Creative Director

### Designer

2021 - 2022

Garnet & Black Magazine | Columbia, SC

- ◆ Developed over 20 innovative graphic designs and artwork for use across multiple channels including print publications and social media platforms
- ◆ Maintained established design systems, templates, and processes that created an efficient and effective working process
- ◆ Collaborated with multimedia, photo, and other creative teams from concept to completion of final assets

### Creative Director

2022

The Carolina Agency | Columbia, SC

- ◆ Led 9 creatives in providing multi-faceted marketing campaigns (print and digital media, branding, presentations, web design, content creation) to 15 local businesses and nonprofits
- ◆ Translated client objectives into solid creative directions that reflected the highest standards of design quality and brand style
- ◆ Maintained direct and professional communication with clients, vendors, and coworkers both verbally and in writing

### Graphic Designer

2022

Junior League of Columbia - CreateAthon | Columbia, SC

- ◆ Collaborated with a 6-person team in a consecutive 30-hour event to create a centennial celebration brand identity kit, *100 Years of Lasting Legacy*, for Junior League of Columbia
- ◆ Planned and implemented 360 creative solutions (logo, print advertisement, timeline infographic) that elevated the company's vision and effectively adhered to existing brand guidelines
- ◆ Delivered a client presentation that explained the creative process and how the campaign successfully achieved strategic goals

### Designer & Photographer

2019 - 2020

Carolina Yearbook | Columbia, SC

- ◆ Sourced, organized, and edited photos for print production of UofSC's yearbook, *The Big Spur*, that followed current branding
- ◆ Conceptualized and pitched original content ideas with a keen awareness of the latest trends
- ◆ Incorporated revisions, input, and recommendations from senior designers that met all deadlines and stayed within budget

## EDUCATION

University of South Carolina | Columbia, SC

- ◆ Bachelors of Arts in Visual Communications
- ◆ Minor in Spanish
- ◆ 4.0 GPA

Universitat Autònoma de Barcelona | Barcelona, ES

- ◆ Study Abroad Semester
- ◆ Courses in Spanish, communications & art

## SKILLS

- ◆ Brand Development & Implementation
- ◆ Print Design & Layout
- ◆ Type Design
- ◆ Digital Design
- ◆ Motion Design
- ◆ Website Design
- ◆ Basic HTML & CSS
- ◆ Video Editing
- ◆ Photo Retouching and Manipulation
- ◆ Intermediate-Level Spanish

## PROGRAMS

- ◆ Illustrator
- ◆ InDesign
- ◆ Photoshop
- ◆ Lightroom
- ◆ Premiere Pro
- ◆ After Effects
- ◆ Adobe XD

## AWARDS

Garnet Media Group 2023

- ◆ Student Media Recognition of Excellence, *Art Director – Garnet & Black Magazine*

Associated Collegiate Press Awards 2022

- ◆ Best Graphic Designer, *Honorable Mention*