

Melissa Matos *Multidisciplinary Creative Director*

Dynamic creative with 12+ years of design and branding experience, leading cross-functional teams from concept through launch of impactful experiences across digital, social, and IRL activations. Recognized for driving results through user-centered design solutions and providing strategic expertise to diverse, social impact-driven teams. **Email: info@melsthebomb.com**

Recent Projects

- **Mastercard:** Designing a compliant & responsive prototype of a new equitable & accessible small business AI chatbot
- **California Lottery:** Performed a comprehensive UX/UI audit of over 100 touchscreens required to be WCAG AA compliant & multilingual
- **Morgan Stanley:** Lead creative for Leylah Fernandez TVC campaign & social media deliverables in partnership with Womens Tennis Association

Client Roster

- **Food & Beverage:** Arby's, Dunkin', Edrington, FritoLay, Häagen-Dazs, Highland Park, Josh Wine, Pabst Blue Ribbon, The Macallan, [yellow tail] wine
- **Lifestyle & Entertainment:** ACLU, CA Lottery, LA Zoo, Pearle Vision, Platinum Rye Entertainment, Uber
- **Beauty & Wellness** ASEA, EcoGenics, Lubriderm, UrbanDoula, Youtheory

Professional Experience

Associate Creative Director | Alcone Marketing/TMA Agency

Los Angeles, CA | October 2016 - Present

Spearheading end-to-end creative process of omnichannel marketing campaigns across finance, food & alcohol, wellness, gaming, & entertainment industry clients

- Designed & prototyped interactive, WCAG AA-compliant online experiences for California Lottery with average **30% post-result engagement**
- Concepted & implemented promotional campaign for Dunkin' resulting in **30% YoY sales increase** in Starbs-dominated Los Angeles
- Strategized & executed static & video, organic & paid social media content **doubling followers to 24k** for an emerging supplement company
- Developed microsite & retail marketing for Häagen-Dazs' 60th Birthday promotion that saw **1.4M entries**

Freelance UX/UI Designer | Create Labs Ventures

New York, NY (Remote) | Spring 2021 - Present

Managing & designing innovative tech solutions with a focus on social impact in underserved communities

- Audited & redesigned Weblow website for generative AI startup Create Labs Ventures
- Designed an investor-friendly landing page & branding suite for a youth soft skills educational platform
- Designed responsive Figma prototypes for social impact AI tools, including a DEI scoring app & small business AI chatbot

Graphic Designer | ASSA ABLOY Door Security Solutions

New Haven, CT | June 2013 - October 2016

Developed impactful branding & B2B marketing for a portfolio of 22+ leading security brands

- Created compelling event marketing, sales collateral, infographics, & 2D animations to support global team KPIs
- Art directed product photoshoots, executed retouching, & provided high quality mech proofs across multiple product lines
- Designed email, OOH, direct mail, & editorial content from white papers to convention booths

Education

BFA Graphic Design, Mass Communication | Shintaro Akatsu School of Design

Bridgeport, CT | University of Bridgeport

Skills

Strategic & Creative Leadership • Team & Project Management • Art Direction • Prototyping • Integrated Marketing Content Creation & Strategy • Event Production & Design • Creative Mentorship & Leadership