



# MEL PADILLA

ART DIRECTOR

Hello, I'm Mel.  
I lead concept-driven projects in branding, social, and product design from brief to delivery.

## EDUCATION

### PRATT INSTITUTE

Bachelor of Fine Arts  
Minor in Art History  
Presidential Merit Scholarship

### GENERAL ASSEMBLY

UX Design Immersive

## SKILLS

Project Management  
Branding  
Illustration  
Graphic Design  
Interaction Design  
Visual Design  
UX / UI Design  
Information Architecture  
Animation  
Video Editing  
Basic HTML & CSS

## TOOLS

Adobe Illustrator  
Adobe Photoshop  
Adobe After Effects  
Adobe Premiere Pro  
Figma  
Asana  
Notion  
Hubspot

## EXPERIENCE

### ART DIRECTOR

*ThankView*

*Oct 2020 - Present*

Responsible for directing the aesthetic developments for all ThankView brands, products, and cross-team material. Managed a team of two (plus additional freelancers), reported to the creative director, and worked in tandem with marketing leadership.

### PRODUCT DESIGNER

*Pathways*

*2020*

Lead a team of three designers in researching and designing a mobile application. Researched target audience, pitched creative strategy, and delivered documentation and wireframes to a development team.

### PRODUCT DESIGNER

*Terroir*

*2020*

Worked alongside a team of developers to research and design a mobile application. Provided visuals, wireframes, and assisted with QA to ensure the design was implemented at the highest standard.

### MARKETING ASSISTANT

*Andrew McConnell*

*2017 - 2020*

Managed multiple social media accounts while maintaining consistent voice and strategy. Curated visual marketing across multiple venues. Wrote copy for a weekly newsletter of 10,000 subscribers.

### ILLUSTRATOR

*Freelance*

*2012 - 2017*

Designed and illustrated logos, branding material, packaging, various promotional material, and more for a variety of clients.