

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 three, 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.