

# MEL PADILLA

VISUAL DESIGNER

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

## EDUCATION

### PRATT INSTITUTE

Bachelor of Fine Arts  
Minor in Art History  
Presidential Merit Scholarship  
President's List

### GENERAL ASSEMBLY

UX Design Immersive

## SKILLS

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

## TOOLS

Figma  
Sketch  
Adobe Illustrator  
Adobe Photoshop  
Adobe After Effects  
Lottie  
Asana  
Notion  
Hubspot

## EXPERIENCE

### VISUAL DESIGNER

Google, GCPA

2022 - Present

Multi-disciplinary designer on Google Central Comms. Managed the GCPA design shop, creating internal websites, brands, and other visual design material. Regularly created motion/visual designs for CEO/leadership presentations.

### ART DIRECTOR

ThankView

2020 - 2022

Directed aesthetic development for all ThankView products, brands, and cross-functional materials. Led a team, reported to the Creative Director, and collaborated with leadership.

\*Began as a Visual Designer before promotion.

### PRODUCT DESIGNER

Contract

2020

Delivered user-centered designs to a range of clients. Collaborated with UX Researchers and Engineers. Created and implemented design systems to mobile and desktop products.

Clients: Pathways, Little Black Buddha, Terroir, Julienne, + more

### 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.

### DESIGNER

Contract

2012 - 2017

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