

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 2020 - 2022

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.