

# Melissa H. Miller

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## PROFESSIONAL PROFILE

Award-winning creative art director/designer with 18+ years experience in cleverly crafting magazine print, tablet and web materials for national brands. Outstanding concept development, communication, and technical design skills, with a unique drive to visually inspire others through innovative typography, color, and image treatments.

## SKILLS

CS5 Creative Suite: InDesign, Illustrator, Photoshop

Proven tablet app design, creating dynamic interactive features with Mag+

CS5 Creative Suite Web Design: Dreamweaver, Flash

Concept development: Ability to collaborate across disciplines and departments

Creative direction: Exceptional organizational, analytic and communication skills

Strong people and management skills, enhancing team dynamics to meet creative challenges

Ability to work as a group or independently, managing multiple people, projects and meet deadlines

## PROFESSIONAL EXPERIENCE

**Senior Art Director** | McMurry/TMG

05/04 – present

- Art Director for multiple award-winning print publications and mobile app design for a range of clients, including WebMD, Hilton, Walmart, Jewish Woman International, Trial Lawyers and the Association for Advancing Philanthropy.
- Creative lead for *WebMD Magazine* print and mobile app. After redesign, *WebMD Magazine* circulation increased from 100,000 to 1.3M. Responsible for development and innovative design of mobile app. iPad version surpassed 105k unique downloads in the first 4 months, is the #1 downloaded health magazine app in Apple's newsstand and is consistently a top 10 overall health app in the iPad app store. Content reflects the print publication and includes interactive enhancements from WebMD.com, including videos, blogs, slide shows and additional exclusive content. Now app issue downloads regularly exceed 1.5 million and receive 5 star ratings.
- Designs targeted advertorial campaigns for high profile companies, including Proctor & Gamble, Gerber, Nestle, Dove, Coca-Cola, Olay and CVS.
- Developed, designed and launched new custom publication *Your Health* for Walmart stores nationally. Due to huge success, circulation doubled to 1.5 million and a Spanish version, *Su Salud* was created.
- Highly skilled in client communications. Transforms client goals into innovative eye-catching concepts and visual materials. Leads creative meetings for Hilton's *GrandTimes* magazine, directing photo selection and photo shoots of travel destinations.
- Works with editorial and design teams to establish strategic and creative approaches for each client and assignment. Experienced in idea generation and concept development across all digital platforms, assigning, and directing photography and illustrations. Manages and directs outside artists or photographers, choose and direct final artwork.

**Art Director** | Museum News & American Association of Museums

05/01 to 05/04

**Design & Production Manager** | Museum News & American Association of Museums

11/98 to 05/01

- Completed high-end design and production of all *Museum News* magazine covers, features and departments with exceptional typography, layout and imagery.
- Managed company wide creative projects from concept to completion by scheduling and coordinating all phases of production with outside suppliers. Supervise, assign and approve work of outside suppliers and consultants, including designers, photographers, printers, and production technicians.

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- Led, directed and designed creative and conceptual process for all additional company internal and external print, web and marketing communications. Projects included event promotional materials, large print books, a monthly newsletter, bookstore catalog, numerous brochures, postcards, advertisements, annual meeting print materials, and environmental graphics and web elements.

**Graphic Designer** | *Kiplinger's Personal Finance Magazine* 03/98 to 11/98

**Art Assistant** | *Kiplinger's Personal Finance Magazine* 06/95 to 03/98

- Translated complicated financial concepts in smart department designs in *Kiplinger's Personal Finance Magazine*. Created additional company marketing materials, books, invitations and web media.

- Developed conceptual ideas with editorial and artistic teams to illustrate magazine stories. Generated artistic sketches, researched styles, interviewed story subjects and analyzed story data.

- Maintained correspondence with artists and photographers. Trafficked all illustrations and photographs for the magazine, detailed phone work, organization of credit info and invoices, photo research through stock agencies.

## EDUCATION

Master of Arts Exhibition & Design The George Washington University, Washington, DC	Bachelor of Arts Fine Art & Art History Hartwick College, Oneonta, NY	Art Semester Program American University, Washington, DC	Art and Art History Semester Program Syracuse University, Florence, Italy
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## PROFESSIONAL AWARDS

2013 FOLIO Ozzie award, Best App, <i>WebMD Magazine</i>	2010 Pearl Gold Award, Best Opening Spread, Vegetarian Fare Fit for a Seder, <i>Jewish Woman Magazine</i>	2008 APEX Award, Best Magazine Spread Design, A Slice of Heaven, <i>Jewish Woman Magazine</i>
2013 Pearl Award from the Custom Content Council, Digital Publishing Best Mobile Application, <i>WebMD Magazine</i>	2009 APEX Award for Design and Layout, Vegetarian Fare Fit for a Seder, <i>Jewish Woman Magazine</i>	2007 Ozzie Bronze Award, Best Cover, Non-profit/Association, <i>Jewish Woman Magazine</i>
2012 Silver award, Best Healthcare Consumer Media Brand, <i>WebMD the Magazine</i>	2009 APEX Best Cover Design, <i>Advancing Philanthropy Magazine</i>	2005 Ozzie Silver Award Winner, Best Use of Typography, <i>Jewish Woman Magazine</i>
2010 APEX Award, Typography & Illustration Excellence, <i>How Appealing</i> , May/June 2010	2009 APEX Best Redesign of a Magazine, <i>Advancing Philanthropy Magazine</i>	2005 Ozzie Gold Award Winner, Excellence in Magazine Cover Photography, <i>Jewish Woman Magazine</i>
2010 APEX Award of Excellence, Magazines & Journals, <i>Jewish Woman Spring 2010</i>	2008 SNAP Gold Award, General Excellence, <i>Jewish Woman Magazine</i>	2004 Ozzie Excellence in Magazine Typography, <i>Jewish Woman Magazine</i>
2010 Ozzie Gold Winner, Best Cover, Association/Non-Profit, <i>Trial Magazine</i>	2008 APEX Award of Excellence Spreads, <i>Jewish Woman Magazine</i>	2003 PIVA Design Award for General Design Excellence, <i>Museum News</i>
2010 Ozzie Bronze Award, Best Use of Typography, B-to-B, <i>Trial Magazine</i>	2008 APEX Award of Excellence Spreads, <i>Jewish Woman Magazine</i>	2002 PIVA Design Award for General Design Excellence, <i>AAM Annual Report</i>
	2008 Tabbies Award, Honorable Mention, Front Cover, <i>Jewish Woman Magazine</i>	