



Melanie Marrello Blauvelt, NY Profile

Melanie has extensive background in cpg, art direction, production, marketing and product design and photography. She began her career in Rhode Island at Accu-graphics designing packaging for Hasbro toy company. Melanie moved to NYC to design packaging for a major manufacturer of baby goods. She now is self-employed which enables her to implement her multi-faceted graphic design skills.



Portfolio Link

melbconca.wixsite.com/melbdesigns



Computer Skills:

Mac OS Mojave
Illustrator, Photoshop
Filemaker Pro, Office



Education:

Bachelor of Arts,
major in graphic-
packaging design,
Rhode Island College,
May 2001



Contact

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References available upon request

A.D. SUTTON & SONS

Senior Graphic/Packaging Designer/Production Artist

NY, NY 1/2003-3/2020 (17 Years)

Designed packaging for baby division (generic, private label and licensed brands).

Categories: Hanging Layette, Gift, Milestone, Hard goods, Bibs and Diaper Bags.

- Created boxes, hang tags, stickers, header and insert cards
- Set up advanced 2d and 3d graphics (die cut lines for packaging)
- Strong typography skills
- Merchandising, shopping for new ideas, keeping up with trends
- Designed multiple ads for Instagram/social media platforms
- Developed multiple PDQ/ Free standing displays
- Worked closely with China office on production issues(color strike offs)
- Advanced knowledge of the printing process, cmyk/spot color printing
- Submit packing for approval and follow up on changes
- Production artist, knowledge of fabrication/care content and warnings
- Managed work load to ensure all is done in a timely fashion
- Set up power points/pdf catalogs for sales to help sell product
- Trained Jr designers and interns
- Help plan and organize photo shoots
- Assisted in design and decor for market week , showroom windows
- Photography for packaging, color retouching/editing
- Crafted hand mock-ups for meetings (made presentation boards)
- Designed trade show booth graphics
- Marketing skills, magazine/trade-show ads
- Modeled for mommy and me sets
- Business card design for entire baby division
- Logo/ branding design for over 300 brands

Brands: Fisher Price, Wendy Bellissimo, Ivanka Trump, Jonathan Adler, Disney, Gerber, Aimee Kestenberg, First Impressions, Gerber, Nanette Lepore, Orla Kiely, Okie Dokie, Crown & Ivy , Nautica, Oioi Australia and more.

Magnetic Me

Freelance Sr Packaging Designer, NY, NY 7-1/20-9-2/20

Designed box and pdq tray for new Lovey snuggler toy line

F45 Training

Freelance Web Ad Designer, NY, NY 1-1/20-6-1/20

Town Real Estate

Freelance Marketing Designer, NY, NY 1-1/20-6-1/20

Designed multiple logos for various real estate teams.

Redrew floor plans making any changes needed. Created a line of mail out post cards for the “look up” marketing campaign

Weightwatchers.com

Freelance Web Ad Designer NY, NY 6/11/09-6/1/14

Designed web advertisements and marketing materials for multiple food/Beverage companies

B&D Plastics

Art Director, Packaging/Print Coordinator, RI, 8/2001 - 2/2003

Designed flexo packaging for food

- Set up graphics for print
- Ordered printing plates and film
- Designed company brochures, logos and invitations
- Meet with clients to get final approval on art cads

Accu-Graphics

Graphic Designer, East Providence, RI 3/2001-8/2001

- Designed packaging for toys (Hasbro)
- Photo retouching for zoid toys