

Melissa Taylor

Web Developer & Designer

What I Do

Graphic Design · Web Design · UX/UI · Motion Design · Brand Development · Copywriting · Design Thinking · Social Media & Email Marketing · Marketing Analytics · B2C & B2B · A/B Testing · Wireframing · Proofreading

What I Use

Adobe Suite (Ps, Ai, Ae, Id, Dm, Pr) · Figma · CSS/HTML/Java · Wordpress · Microsoft Office · Hubspot · CRM & CMS · Hootsuite · MailChimp · Google Ads · Cinema4D · Unreal Engine · Fusion360

Certifications

- Hootsuite Social Marketing Certification
- Hootsuite Platform Certification
- Safe Sets Level A Certification for Film & Video Production Industry

Contact

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647-521-8593

Visit me on [Linkedin](#)

View my [Portfolio](#)

Education

Ryerson University - RTA School of Media
BA, Media Production
Dean's List 2021, Tara Award Finalist **2021**

Toronto, ON

Work Experience

Freelance Digital Designer

2018 - now

Self-Employed

- Clients include small businesses, Bay St financial service companies, musicians, radio stations, and startups.
- Deliverables include: Marketing and promotional material (print, digital, video and 3D), motion/graphic design, copywriting, podcast & video production, and web design

Senior Marketing Specialist

Oct 2021 - Jul 2022

Optimize Wealth Management

- Designed and created the company's public [website](#), internal web portal, and various interactive investor-service tools.
- Executed front-end coding to relay complex concepts into dynamic, engaging, user-friendly products.
- Created graphic and motion assets, 3D mockups, edited video, and wrote copy for company social media and websites.
- Collaborated with CEO and other stakeholders to shape brand strategy and define user requirements.
- Created and oversaw the development and implementation of various marketing campaigns that contributed to a substantial growth in business assets during my tenure.

UX Assistant

Jan - Jun 2021

Dr. Roozbeh Manshaei , Senior Bio-Informatician, Ted Rogers Cardiac Genome Clinic

- Using UX/UI concepts, collaborated with research team to fully understand the needs of the end user and the goals of the research team.
- Utilized Blender, Fusion 360 and Unreal Game Engine to design and execute, from thousands of 2D data points, a 3D user experience which allows users enhanced and more effective data visualization and manipulation capability.

Marketing Lead

Jan - Dec 2020

"Last Days of May" Audio Serial

- Created business plan, production bible, and marketing plan for a 5 episode dramatic audio serial.
- Managed all business administration and scheduling for the production which was delivered on time and on budget - adhering to COVID protocols.
- Designed, created, and managed all social media marketing campaigns.