

# Melvin Gruesbeck

*Full-stack Designer*

---

## Melvin Gruesbeck

4913 Cowell Blvd; D  
Davis, CA 95618

-----  
707.737.4334

[melvingruesbeck.com](http://melvingruesbeck.com)

---

## Summary

---

Hi,

Thanks for your interest. I think of myself as part designer, part developer, and part entrepreneur.

I am currently a Designer & Front-end Developer at MetaMind. I previously founded a creative agency and a few other projects.

I started with a creative background and then merged those interests with technical skills. I admire minimalistic code/design implementations, UX driven choices, and subtle aesthetic qualities.

On any given day I am sketching an interface, thinking about user flows, reading design blogs, collecting user metrics, hacking some code.

---

## Experience

---

### MetaMind / Designer & Front-end Developer

FEBRUARY 2015 - PRESENT, PALO ALTO, CA

Create written and visual content, sketch quick layouts, and built product and marketing interfaces for our website. Additionally, created customer facing and internal tooling interfaces for on-premise products.

### Nixie Agency / Founder

NOVEMBER 2012 - PRESENT, NAPA VALLEY, CA

Nixie is a strategy first consultancy which uses art and technology to solve niche problems. Our balanced team of artistic and technical talent means we create web applications with functional elegance and tasteful aesthetic qualities.

In addition, we specialize in building flexible, extendable and low maintenance web apps. That means we design solutions which can match your organization's evolving priorities.

Our broad experience in building and marketing web services allows us to construct better plans and set realistic goals. This allows you to focus on your bottom line. Saving you time and averting pitfalls.

### Arts Council Napa Valley / Consultant

JANUARY 2014 - PRESENT, NAPA VALLEY, CA

Examine and deploy technology strategies with CEO. Maintain strong brand and marketing positions while improving web services. Rebuilt front-end with efficient information hierarchy and responsive design.

### WinePhoto Co. / Founder

SEPTEMBER 2013 - PRESENT, NAPA VALLEY, CA

WinePhoto is a free image gallery for the wine industry. WinePhoto supports the growth of commerce in the wine industry by providing images to wine industry businesses.

### Best of Joy / Founder

JANUARY 2010 - PRESENT, DAVIS, CA

Best of Joy is a wedding photography team focused on a photojournalistic style. Started in college, it has stayed alive over the years. I currently share creative responsibilities with others. But, solely manage business and technical tasks.

### **ZD Wines** / Assistant Marketing

AUGUST 2012 - MAY 2013, NAPA VALLEY, CA

Designed print and web collateral for VIP events, wine club letters, and special promotions. Planned and launched the official ZD Wines and 2013 Amegen Tour of California partnership page.

### **Adrian Gregorutti Photography** / Apprentice

APRIL 2009 - APRIL 2013, NAPA VALLEY, CA

Created set arrangements and participated in post production. Worked with numerous Napa Valley wineries and Bay Area architectural firms. Many photos are published in C Magazine, The New York Times, Vogue, ect.

---

## Education

---

### **Pacific Union College** / Journalism/PR (BS)

2007 - 2012, ANGWIN, CA

Astronomy tutor, Student Association officer, Yearbook editor, Campus newspaper photo editor.

### **Pacific Union College** / Photography (AS)

2007 - 2010, ANGWIN, CA

“