Melissa Schmohl

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GitHub • Web Development Portfolio • Graphic Design Portfolio
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Graphic Web Designer/Artist

Creative professional and Graphic/Web Designer adept in implementing design protocols from concept through execution.

Capable of leveraging visual art expertise to produce aesthetically appealing designs that heightens brand awareness and positioning. Compelling communicator skilled at developing visual messaging that incorporates marketing/sale/business objectives. Meticulous expert talented at producing designs, print collateral, digital content, and brand identities. Ability to expertly navigate emerging technologies, printing techniques, marketing trends, and design software applications with ease.

Areas of Expertise

- **Web & Graphic Design**
- **Multimedia & Digital Art**
- **Social Media Posts**
- **E-Learning & Web/Print Design**

- **Visual & Brand Identities**
- **Creative Development & Production**
- **UX/UI Principles & Design**
- **Video Editting**

- **Vinyl Decal Production**
- **Project & Product Management**
- **Classroom & Student Management**
- **Education & Teaching**

Technical Proficiencies

Platforms:	Windows, MacOS
Tools:	Adobe Creative Cloud (Photoshop, Illustrator, InDesign, AdobeXD, After Effects) Figma, InVision, DIVI WordPress, WIX, Go Daddy, Google Apps, Dev Tools, Git/GitHub, Terminal
Software Development:	HTML, CSS, Sass, JavaScript
Frameworks:	Bootstrap, Tailwind

Experience Highlights

zTrip, Kansas City, MO   **2022-Present**
Graphic/Web Designer

Collaborate with the head of marketing to create/design various marketing materials, websites, social media posts, and videos. Creatively and effectively problem-solve to improve productivity and efficiency.

- Execute all visual design stages from concept to final hand-off
- Conceptualize original website design ideas that brings simplicity and user friendliness to complex roadblocks
- Create social media content
- Present and defend designs and key deliverables to peers and executive stakeholders
- Establish and promote design guidelines, best practices and standards
- Create and cut vinyl decals using Mimaki plotter
- Ship inventory
- Work on various special projects

Kansas City Public Schools, Kansas City, MO   **2018-2022**
iSpark / STEM Teacher / Instructional Designer

Collaborate to design/implement standards-based curriculum/assessments. Plan student partnerships for group projects and guide students through Individualized Education Plans (IEPs). Conduct best practice research to identify/implement benchmarks for instructional/learning strategies. Serve as mediator between students and school management team. Maintain communication with parents/guardians, reporting on learners' performance and educational progress. Resolve student issues/concerns with school faculty to aid struggling learners and/or address behavioral issues. Manage student records/database, documenting learner progress, attendance, and teachers notes.

- Introduced rich educational experiences for classes with different learning capabilities, employing expertise to design impactful student-guided lessons, inclusive curriculums, and assessments.
- Integrated technology to enhance students learning outcomes and digital citizenship amongst students
- Coached team of students on First Lego League robotics/coding team to the Kansas City regional championship tournament.
- Facilitated instruction of student coding lessons for code projects, educating learners to use project-based problem-solving skills using the Project Lead the Way learning curriculum.
  - Used Scratch, Code.org, Tynker, Blockly, Spike Prime, and Hopscotch to teach students how to code.
- Designed Google slides and Pear Deck slides to generate in increase student engagement and enable students to grasp learning concepts with ease.

Additional Experience

Instructional Assistant • Smithville School District, Smithville, MO
1st Grade Teacher • Northern Hills Christian Academy, Holt, MO
Student Teacher • Lewis and Clark Elementary School- Liberty School District
Production Artist and Graphic Designer • York Graphic Services, York, PA
Substitute Teacher • Kearney Public Schools I Liberty Public Schools I Excelsior Springs School District, MO
Graphic Arts Trainee • Strine Printing, York, PA

Related Projects

The Final Final Club Website   https://www.thefinalfinalclub.com/

- o   Developed and implemented website design, leveraging UI/UX principles to develop user friendly navigation.
- o   Utilized WIX to develop website.
- o   Perform weekly updates to Events page.

The Residences at Parkway Plaza Website   https://www.theresidencesatparkwayplaza.com/

- o   Developed and implemented website for new luzury condominiums being built in Leawood, KS.
- o   Utilized WIX to develop website.
- o   Modified artwork and Photos using Adobe Cretive Suites.

Education

Bachelor of Science in Elementary Education – Concentration in Art
Park University, Parkville, MO

Bachelor of Fine Arts – Concentration in Communications Graphics / Minor in Art History
Edinboro University, Edinboro, PA