

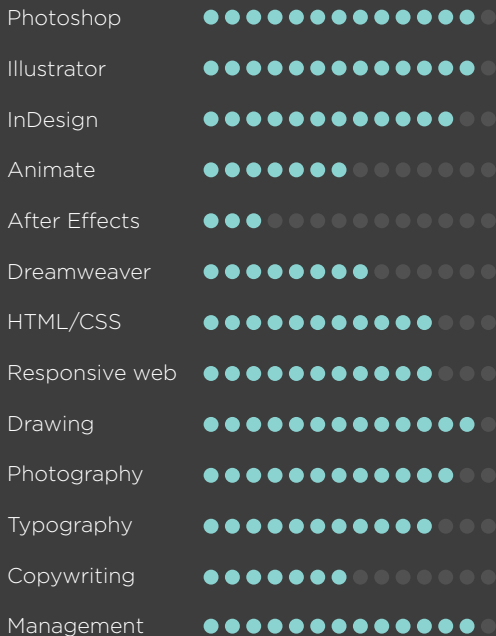


MELISSA WARD  
CREATIVE DIRECTOR

www.melissaward.com

Strategic manager of creative professionals striving to produce groundbreaking and inspired creative work.

Specializing in branding, web and multimedia, with a strong foundation in print design, marketing and strategy. Comprehensive background in photography, illustration, fine arts, and writing. Organized, communicative team-centric, continuously focused on exceeding goals and objectives.



## EXPERIENCE

### Speedway Motors (2018-present) – Creative Director

- Creative owner of the global brand of Speedway Motors. Architect of the internal and external launch of a major rebrand in late 2018.
- Manage a team of creative professionals working together to output printed materials, digital campaigns, social content, e-commerce platforms and international marketing. Steer the development and artistic inspiration of the creative team.

### Firespring (2017–2018) – Director of Design, Associate Creative Director

- Lead, manage, and hold accountable a team of 8 art directors and graphic designers. Oversee the creative production, strategy and budget of agency work for clients on a local, regional and national scale. Motivate and influence the artistic development of a talented team of outstanding creatives.
- Creative authority for the design of all major projects output by Firespring, one of the largest creative agencies in the midwest. Responsible for elevating the standards of design on each project, but also for holding other aspects of the project accountable to those same standards—including concept, content, interactivity and strategy.
- Hands-on creation of design work, including branding, front-end web design, print design, package design, and more.

### Firespring (2013–2017) – Art Director

- Provide full branding services, from concept to design, for agency clients. Responsible for front-end web design, magazine layout, direct mail, flyers, educational materials, brochures, package design and more.

### Nebraska Book Company (2012–2013) – Interactive Designer

- Primary designer for all digital marketing initiatives, including front-end web design, complete hand-coding of marketing websites and HTML emails, UI/UX for retail and e-commerce, banner ads, animations, videos, and software interface.
- Regularly supported print initiatives, including in-store signage, interior store design, catalogs, flyers, posters, and logo design.
- Served as primary control of creative & brand best practices as it relates to interactive, online, or digital media—including email marketing and usability.

### TelventDTN (2009–2012) – Graphics and Writing Specialist [now Schneider Electric]

- Lead designer responsible for design and coding of websites, emails, and animations, as well as the design and production of brochures, direct mail, tradeshow properties, white papers, and more. Worked closely with business unit managers on marketing strategy, style guidelines, creative direction, new product identity, and copywriting.

### American Enterprise (2006–2008) – Multimedia Specialist

- Principal designer for all visual materials, including print (brochures, trade pub ads, flyers, direct mail, displays) and multimedia (websites, online ads, presentations, software, and email communications).

## EDUCATION

### University of Nebraska at Omaha (2001–2004)

Bachelor of Studio Arts, Magna Cum Laude  
Computer Animation major, 3.94 GPA

### Metropolitan Community College (2001–2003)

Bachelor Degree Program (in cooperation with Univ. of Nebraska at Omaha)  
Computer Animation major, 3.7 GPA

### University of Connecticut (1999–2001)

School of Graphic Design, 3.5 GPA

[Transferred due to unavailability of Computer Animation major]

## HONORS & AWARDS



2017 Silver ADDY Award  
Print Design  
AAF Omaha



2016 Silver ADDY Award  
Logo Design  
AAF Omaha



2015 USDF GMO Award  
Best Website User Experience  
United States Dressage Federation



2016 Silver ADDY Award  
Illustration  
AAF Omaha



2015 Silver Davey Award  
Illustration  
Academy of Interactive and Visual Arts



2014 Volunteer of the Year Award  
Nebraska Dressage Association

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