



# BOB MELAN

DESIGNER-DIRECTOR

## SUMMARY

A dynamic creative designer and leader, who is always looking to improve. Has worked in every part of the design process over the past decade. Has a wealth of experience and knowledge in a wide range of markets, with the ability to adapt, lead, teach and learn quickly. Reliable, focused, fun... and still cannot draw more than a stick figure.

Learn more about me and my work at [bobmelan.com](http://bobmelan.com)

## PORTFOLIO

- [bobmelan.com](http://bobmelan.com)
- [behance.net/bobmelan](https://www.behance.net/bobmelan)
- [linkedin.com/bob-melan](https://www.linkedin.com/company/bob-melan)

## CONTACT

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- [bob@bobmelan.com](mailto:bob@bobmelan.com)
- [bobmelan.com](http://bobmelan.com)



**GSE ENVIRONMENTAL**  
HOUSTON, TEXAS  
2013 - PRESENT

### SENIOR GRAPHIC DESIGNER / ART DIRECTOR

GSE Environmental is the leading manufacturer and seller of geosynthetic protection lining products. Servicing, Landfills, O&G, Mining, and Coal Ash markets in the Americas, Europe, and Asia.

- LEADING ART DIRECTION OF B2B MARKETING CAMPAIGNS • TRADE SHOW, COLLATERAL, BROCHURE, INFOGRAPHIC DESIGN • WEB UPDATES
- SUPERVISING BRAND STANDARDS • POWERPOINT FOR SALES AND EXECUTIVES • HANDLING OUTSIDE VENDORS & DEVELOPERS
- CREATION & UPDATES OF TECHNICAL DOCUMENTS • MENTORING PRODUCTION DESIGNER & MARKETING ASSISTANT • BRANDING NEW PRODUCTS



**KINDLE INTERACTIVE**  
HOUSTON, TEXAS  
2011-2013

### LEAD DESIGNER

Kindle was a Houston and Austin based design agency. Specializing in local businesses in Healthcare, Energy and Real Estate.

- BRANDING • BROCHURE DESIGN • U.I DESIGN • LEADING AND GUIDING JUNIOR DESIGNER AND INTERNS



**STEAKHAUS**  
LOS ANGELES, CALIFORNIA  
2007-2009

### JUNIOR GRAPHIC DESIGNER

Steakhaus is an independent production house in Hollywood, California

- INVESTMENT MATERIALS • WEB GRAPHICS • PRODUCTION • KEY ART



**CREW CREATIVE ADVERTISING LLC**  
LOS ANGELES, CALIFORNIA  
2007

### PRODUCTION DESIGN INTERN

Crew Creative was one of the leading entertainment advertising agencies in Hollywood, California

- EDITS TO EXISTING FILES TO HARRY POTTER FILM COLLATERAL • ASSISTING SENIOR DESIGNERS • FILE MANAGEMENT

## NOTABLE CONTRACTS & FREELANCE

Nonprofit • Medical • Real Estate • Engineering



## CREATIVE LEADERSHIP & MARKETING SKILLS

- Relating art direction and design concepts to b2b or b2c marketing strategy.
- Ability to adhere to an existing brand, while thinking progressively to keep on the cutting edge.
- Management and creative direction of design team and design process.
- Communicating and explaining brand standards and limitations to outside departments.
- Collaborating with industry professionals to create the most accurate and eye catching materials.
- Working with outside print, development and other vendors. Communication and budget.

## DESIGN ABILITIES

- **Complete Mastery of Adobe Creative Suite**
- Photography Retouching
- Page Layout & Typesetting (Presentations, Publications, Brochures And Editorials)
- Exhibit Design (Trade Shows)
- UI Design - website mockups ready for coding - wire-framing, PSD ready for Bootstrap
- Pre-press Production
- Email Campaigns

## SOFTWARE KNOWLEDGE

- Adobe Creative Suite
- Wordpress
- Microsoft Office
- Mailchimp (various other email programs)

## EDUCATION

**Bachelor of Fine Art**  
Graphic Design  
The Art Institute Of Houston  
2004-2007

## RECENT RECOGNITION



### Summit Creative Award - Gold - 2016

The winner of the Redesign Advertising Category  
"GSE Oil And Gas Containment Systems"



### Summit Creative Award - Bronze 2016

Finished in top 8 percent of B2B Marketing Brochure  
"GSE Oil And Gas Containment Systems"



### Graphic Design USA InHouse Design Award 2016

Featured in the 2016 Graphic Design USA Magazine  
InHouse Design Annual for "GSE Mining Solutions"  
B2B Brochure