




BOB MELAN

CREATIVE PROBLEM SOLVER

PORTFOLIO

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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.

Learn more about me and my work at bobmelan.com



GENERAL ELECTRIC

HOUSTON, TEXAS
2017 - PRESENT

LEAD MARKETING COMMUNICATIONS DESIGNER

Baker Hughes a GE company is the 2nd largest oilfield services company in the world

- WORKED WITH MULTIPLE PRODUCT LINES TO INTEGRATE PREVIOUS GE AND BHI COLLATERAL INTO NEW BHGE BRAND
- DIRECTLY WORKING WITH SALES EXECUTIVES TO CREATE EFFECTIVE PROFESSIONAL INTERACTIVE PRESENTATIONS
- SPEARHEADED NEW INTERACTIVE EPUBLICATION APPLICATIONS FOR WEB AND TRADESHOW INTERACTIVE TOUCHSCREENS
- LEADING THE FIRST BHGE PRODUCT LAUNCHES UNDER THE CREATIVE DIRECTOR



BAKER HUGHES

HOUSTON, TEXAS
2017 - 2017

SENIOR CREATIVE MEDIA DESIGNER

Baker Hughes was the 3rd largest oilfield services company in the world

- LEADING MAJOR PRODUCT LAUNCHES BY PROVIDING COLLATERAL ON TIME AND WITHIN BUDGET IN A HIGH PACED ENVIRONMENT
- CREATED TECHNICAL DOCUMENTS IN THE BRANDS TEMPLATE • CREATED MULTIPLE POWERPOINT PRESENTATIONS FOR EXECUTIVES
- CREATED MULTIPLE ADS SEEN IN MAJOR INDUSTRY PUBLICATIONS • LEADING DESIGN OF INTERACTIVE EPUBLICATIONS



GSE ENVIRONMENTAL

HOUSTON, TEXAS
2013 - 2017

SENIOR GRAPHIC DESIGNER

GSE Environmental is the leading manufacturer and seller of geosynthetic protection lining products. Servicing, landfills, O&G, mining, and waste markets in the Americas, Europe, and Asia.

- LEADING ART DIRECTION OF B2B MARKETING CAMPAIGNS • TRADE SHOW, COLLATERAL, BROCHURE DESIGN • SUPERVISING BRAND STANDARDS
- POWERPOINTS • HANDLING OUTSIDE VENDORS & DEVELOPERS • CREATION & UPDATES OF TECHNICAL DOCUMENTS



KINDLE INTERACTIVE

HOUSTON, TEXAS
2011-2013

LEAD DESIGNER

Kindle was a small 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

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 vendors to create end product on time and in budget

DESIGN ABILITIES

- **Complete Mastery of Adobe Creative Suite**
- **Mastery of Microsoft PowerPoint**
- 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
- Digital Publishing
- Working knowledge of 3d modeling and motion design

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
2004-2008

RECENT RECOGNITION

- **2017 Summit International Awards**
Elected juror by peers
- **2017 Hermes Creative Award**
Platinum - Publication design
- **2016 Graphic Design USA InHouse Design Awards**
Brochure design featured in October issue
- **2016 Summit Creative Awards**
Gold - Advertising rebrand
- **2016 Summit Creative Awards**
Bronze - b2b brochure design