

MELISSA BORGERDING

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EXPERIENCE

Creative Designer Jan 2024 - Present
CEC Entertainment | Irving, TX

- ◆ Designed and executed integrated brand campaigns across in-store signage, POP collateral, OOH advertising, TV spot graphics, and social media assets
- ◆ Developed the visual identity for a new store concept ("Adventure World" 2.0), leveraging AI image generation tools to support creative execution
- ◆ Collaborated with cross-functional teams to bring visual initiatives to life that align with brand strategy and key business objectives

Creative Design Intern Sept 2023 - Jan 2024
CEC Entertainment | Irving, TX

- ◆ Designed creative assets across print, digital, web, email, and social media, while managing multiple projects in a fast-paced environment
- ◆ Supported the Creative Director by preparing production-ready print files, executing revisions, organizing assets, and maintaining efficient workflows
- ◆ Contributed innovative design ideas during creative brainstorm sessions, while ensuring consistency across established brand identities

Art Director May 2022 - May 2023
Garnet & Black Magazine | Columbia, SC

- ◆ Led 10 student designers in producing high-quality print layouts, digital graphics, infographics, and illustrations for UofSC's student-life magazine
- ◆ Collaborated with the Creative Director to establish brand consistency when preparing final print master documents for publication
- ◆ Provided creative direction, design feedback, and collaborative solutions, while maintaining project deadlines and priorities

Designer Jan 2021 - May 2022
Garnet & Black Magazine | Columbia, SC

- ◆ Developed over 20 innovative graphic designs and artwork for use across multiple channels including print publications and social media
- ◆ Optimized design workflows to improve production efficiency within the design team, while maintaining established design standards
- ◆ Collaborated with multimedia, photo, and other creative teams from concept to completion of final assets

Creative Director Aug 2022 - Dec 2022
The Carolina Agency | Columbia, SC

- ◆ Led 9 student creatives in developing multi-faceted marketing campaigns (print and digital media, branding, presentations, web design, and content creation) for 15 local businesses and nonprofit organizations
- ◆ Translated client objectives into strategic creative solutions and directions that aligned with brand identity, marketing goals, and specific business objectives
- ◆ Coordinated directly with clients, vendors, and internal teams to manage project timelines, creative revisions, and final asset delivery

EDUCATION

University of South Carolina | Columbia, SC
◆ Bachelors of Arts in Visual Communications
◆ Minor in Spanish
◆ 4.0 GPA

Universitat Autònoma de Barcelona | Barcelona, ES
◆ Study Abroad Semester
◆ Courses in Spanish, communications & art

SKILLS

- ◆ Branding & Visual Identity
- ◆ Typography & Layout
- ◆ Print & Digital Design
- ◆ Campaign Design
- ◆ Web Design
- ◆ AI Image Generation
- ◆ Photography
- ◆ Photo Retouching
- ◆ Video Editing
- ◆ Cross-Functional Collaboration

PROGRAMS

- ◆ Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Lightroom, Premiere Pro, Firefly)
- ◆ OpenArt AI
- ◆ Higgsfield AI
- ◆ ChatGPT
- ◆ Claude

AWARDS

BEA On Location Student Creative 2023
◆ VR, AR & 360° Video Competition Award of Excellence, "Looking Forward" Garnet & Black Magazine Spring 2023 Cover

Garnet Media Group 2023
◆ Student Media Recognition of Excellence, Art Director – Garnet & Black Magazine

Associated Collegiate Press Awards 2022
◆ Best Graphic Designer, Honorable Mention