

**Jeffrey A. Melton**  
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**More than 15 years professional experience, specializing in interaction design, visual and marketing communications and strategic web development**

- Focus on bridging business strategy and design
- Unified print and internet marketing communications
- Creative art direction, contemporary graphic design and a clean production style
- Emphasis on website accessibility, credibility, desirability, findability and usability through current best practices and web standards

### **Areas of expertise**

Interaction design, information architecture and strategic website development; daily Windows and Mac OS X use of Adobe Creative Suite (Photoshop, InDesign, Illustrator), Macromedia Studio MX (Dreamweaver, Flash, Fireworks, Freehand), and QuarkXpress; dynamic database programming using LAMP (Linux, Apache, MySQL, PHP); video editing and motion graphics; digital audio editing, synthesis and music production.

### **Professional Experience**

*Marketing Specialist, Creative Services*

[Indiana Tech \(Indiana Institute of Technology\)](#)

November, 2006–present

Member of University & College Designers Association

*Owner*

[Geometry: Art, Design, Identity, Research.](#)

Independent design and media arts studio

*Senior Visual Designer, Web Development and Marketing Specialist*

[Emley Design Group](#)

June, 2000–November 2006

Directed and designed original marketing communications for a wide variety of companies and organizations, including: identity materials and logos/logotypes, advertising campaigns, catalogs, newsletters, mailers, flyers, ad layouts, vector artwork, photo-illustrations, photo direction. Developed, designed and produced website strategy, scope, structure, graphics and navigation, including dynamic, database-driven applications.

*Graphic Designer and Illustrator*

[Fort Wayne Journal Gazette](#)

November, 1999–June, 2000

Designed page layouts for news, editorial and features sections; produced original illustrations, maps and info-graphics for daily newspaper deadlines.

*Senior Design and Print Specialist*

[Fort Wayne Newspapers, Advertising](#)

1998–November, 1999

Designed full-color, spot-color and B&W commercial print pieces; pre-flighted projects for outside printing; Designed web Index Listings; Assisted with new product development; supervised & trained pre-press designers, provided hardware & software support for department; reviewed & recommended hardware and software needs & purchases; maintained ad storage archives.

*Graphic Artist*

March, 1995–1998

Designed original national, retail and classified ads under daily deadlines; prepared, camera-ready and electronic ad material.

Prior work history includes more than six years in retail and customer service

### **Education**

*Undergraduate*

Bachelor of Fine Arts

[Indiana University \(IPFW\)](#)

1988–1994

Bachelor of Fine Arts degree with a double major in computer graphics/design and painting/mixed media

*Continuing*

2004–present: Extensive reading and research in a variety of disciplines

2003: [HITS: Humans, Interaction, Technology, Strategy](#) Conference Attendee, [Institute of Design, Illinois Institute of Technology](#). Presenting [Data and Information](#)

Course Attendee, by [Edward Tufte](#).

2002: [About, With and For](#) Conference Attendee, [Institute of Design, Illinois Institute of Technology](#).

### **Personal Interests**

Media arts; classic film and vintage music; typography; travel; cooking; reading; thrifting; yoga.

References and Portfolio Available Upon Request

Last Updated 2009-04-28