



MELKIN NOLASCO

347-385-8370

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www.melkinnolasco.com

SKILLS

Logo Design
Brand Identity
Typography
Layout and Composition
Web Design/HTML/CSS
Print/Digital Design
Drawing/Illustration
Photography
Video Editing
3D Design/ Maya
Adobe Creative Suite
Microsoft Office
Wordpress

OPERATING SYSTEMS

MacOS
Windows

EXPERIENCE

MULTIMEDIA DESIGNER | SACKS COMMUNICATIONS

New York, NY | February, 2018 - August, 2020

Created compelling and genuine graphic solutions across multiple channels for important events of various agencies, including The City University of New York (CUNY), Metropolitan Transportation Authority (MTA), and the Office of the New York State Governor. Responsible for designing a wide range of digital and print materials, such as logos, brochures, program books, directories, flyers, posters, display signs, ads, websites, E-blasts, newsletters, and promo videos. Created thought-out and dynamic products that perfectly correlate to the theme of every event, and the brand of each client. Created aesthetic designs across multimedia platforms as a means to engage viewers and readers to participate in each event.

GRAPHIC DESIGNER | PALMCO ENERGY

Brooklyn, NY | December, 2015 - February, 2018

Redesigned a new branding for the company including, a new logo and collateral materials. Worked with the marketing team on multiple problem-solving projects by designing marketing campaigns across multiple channels. Designed digital and print materials such as logos, brochures, flyers, postcards, ads, web pages, and E-blasts. Updated and created new graphics for the company's website.

GRAPHIC DESIGN ASSISTANT | BALLET JEWELS

New York, NY | February, 2013 - December, 2015

Photographed all the company's jewelry line. Edited, and color-corrected all of the product's images. Filed, resized, and converted all images for FileMaker and for the web. Created mock-ups of jewelry. Worked on projects such as carding, trend books, and trend boards. Printed, cut, and mounted jewelry cards, images, and jewelry mock-ups.

GRAPHIC DESIGN INTERN | LA CUCINA ITALIANA MAGAZINE

New York, NY | August, 2012 - December, 2012

Assisted the Art Director on the typography, layout design, and editorial of the monthly magazine. Designed artwork, page layouts, and page templates. Styled paragraphs and formatted text for magazine articles. Organized files, and updated the server. Assisted in photo shoots.

EDUCATION

BACHELOR OF TECHNOLOGY IN COMMUNICATION DESIGN

New York City College of Technology
The City University of New York (CUNY)

FOREIGN LANGUAGE

Fluent in Spanish