

Melissa Hsiung

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Skills

Proficient on Mac and PC platforms. Experience with HTML, CSS, JavaScript, Flash, MS Office, Acrobat, Photoshop, InDesign, Illustrator, QuarkXPress, Cumulus, and iView.

Experience

* Freelancer

New York, NY (7/02–present)

Design and illustration: Drew illustrations for marketing, information graphics, and educational projects in Illustrator, pen and ink, and gouache. Designed and produced promotional books, t-shirts, and marketing materials.

Web production: Designed and maintained sites in Flash and dHTML. Also performed basic system administration.

* Illustrator and Graphic Designer

Adecco: New York, NY (8/05–10/08)

Triumph Learning: Responsible for creating math and science diagrams for elementary and high school test preparation books. Designed and built an online image library. Assisted in creating an illustration style guide. Also worked on catalog and book layouts.

ScholasticRED: Designed teaching guides and marketing materials. Also tested online content and made edits using a content management system.

Scholastic Book Clubs: Designed marketing materials in Scholastic's bright, kid-friendly style.

* Freelance Designer

Macy's: New York, NY (12/04–8/05)

Designed retail housewares ads for print in national and local newspapers. Interviewed new staff and provided training in InDesign, Cumulus, and Macy's in-house digital proofing system.

* Prepress and Production Artist

Jenex Graphics: New York, NY (10/03–10/04)

Designed and typeset marketing materials for a diverse range of clients, including Pfizer and the Sports Club/LA. Scanned and retouched photos. Duties also included binding, trimming, ink mixing, and color matching.

* Electronic Book Editor

Scribe: Philadelphia, PA (1/01–6/02)

Produced electronic documents, including e-books, databases, and websites for clients like Facts on File, Running Press, and Zondervan. Developed project specifications and procedures. Interviewed and managed freelancers.

Community

* Print and Web Production Artist, Synth Bassist

Last Year's Model: New York, NY (10/07–present)

Produced marketing materials for local synth pop band. Designed website, blog, business cards, and customized MySpace page using the band's art. Also responsible for blog, mailing list, and email set-up.

* Event Planner

Broome Street Block Party: New York, NY (3/08–9/08)

Applied for and received a block party mini-grant from Transportation Alternatives to organize a party. Coordinated between the BID, the community board, businesses, and residents. Also created flyers, business cards, and a blog.

Education

Pennsylvania State University

Schreyer Honors College: University Park, PA

B.A., English with Honors in Comparative Literature, Minors in Math and Chinese
