



MELISSA POE

EXPERIENCE DESIGNER

www.melissapoe.com
mpoedesign@gmail.com
540.233.0230

TOOLS

Adobe CC Suite
Cinema 4D
Sketch
Invision
Marvel
Final Cut Pro
Keynote

SKILLS

Branding
Visual Design
3D Design
UI/UX Design
Design Thinking
Rapid Prototyping
Wireframing
Drawing/Painting
Empathy Mapping
Journey Mapping
User Research
Deck Flow & Design

I LOVE

Traveling
My Cats
Catan
Lipstick
The Office
Laughing

EDUCATION

Master of Science in Business/Branding, Experience Design

VCU Brandcenter in Richmond, Virginia
2018–Present, Expected Graduation: May 2020

Bachelor of Fine Arts, Graphic Design

Longwood University in Farmville, Virginia
2012–2016, Magna Cum Laude Graduate

EXPERIENCE

Creative Strategist Intern

On Board Experiential, Sausalito, CA, June to August 2019

Role: Develop an experiential pop-up shop for Airbnb that caters to the Baby Boomer generation. Research, concept and design decks & experiences for Jansport, Nike, & Jr. Drew League

Graphic Designer

Ruth Soukup Omnimedia, Punta Gorda, FL (remote), 2017 to September 2019

Role: Visual Design, Curate social media posts, Hand drawn designs for products

ACHIEVEMENTS

1st place winner of the Care for Caregiving Hackathon | October 27–28, 2018

Product: Hummingbird App

An app to help the primary family caregiver and their aides be on the same page about the person they are caring for. The app features include daily tasks of the person needing care, training for the aides, shift management for the aides, and a messaging center.

Role: User Research, Concept, UI/UX design, User Flow, Visual Design, Prototyping