

Melanie Barfield  
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## **Education**

### Bachelor of Fine Arts in Graphic Design

Cameron University • Lawton, OK

### Masters in Education

Cameron University • Lawton, OK

## **Professional Experience**

### **Graphic Design**

#### Light Alive Marketing; Lawton, OK

##### Creative Director • August 2017 - Present

- Directs a team of designers to deliver branded creative assets
- Leads overall design direction & asset development
- Develops and implements brand standards for clients
- Creates print & digital marketing assets
- Builds and maintains client websites
- Collaborates with clients, vendors, & team members

#### Cameron University; Lawton, OK

##### Senior Graphic Designer • April 2007 - July 2012

- Designed a variety of print materials for the university
- Coordinated with other departments on campus to complete projects
- Coordinated with print specialists to ensure accuracy of final artwork

#### Colorgraphics, The Print Shop, Inc.; Lawton, OK

##### Graphic Designer • April 2006 – April 2007

- Designed logos, business cards, posters, flyers, and brochures
- Coordinated with press operators to prepare artwork for printing
- Collaborated with clients to meet their advertising and design needs

#### Office Depot, Copy and Print Center; Lawton, OK

##### Copy and Print Associate • July 2005 - April 2006

- Designed and produced materials for customers
- Monitored supply levels and reordered supplies when necessary

### **Art and Design Education**

#### Moore-Norman Technology Center

##### Graphic Design Instructor • October 2017 - Present

- Teaching students how to use Adobe Photoshop, Illustrator, and InDesign

## **Professional Experience (Continued)**

### Cache Public Schools

#### Art Teacher, Cache High School • July 2012 - August 2017

- Developed engaging and meaningful learning experiences for students
- Managed a positive and nurturing classroom environment
- Prepared student artwork for entry into state and national competitions
- Coordinated with local news outlets to share art department successes
- Utilized technology into classroom experiences

## **Skills**

- Developing creative assets from ideation to execution
- Messaging and brand consistency
- Management and mentorship of a creative team
- Management of vendor and contractor communications
- Managing creative projects
- Strong written and oral interpersonal communication skills
- Print and digital design processes and workflow
- Using AI to generate copy and visual assets
- Designing, building, and maintaining websites using a variety of content management systems
- Strong knowledge of video production and photography, both on location and in-studio
- Proficient in Adobe Creative Suite, Canva, Microsoft Office, and the Google Suite
- Proficient in Wordpress, Wix and other CMS Platforms
- Proficient in project management software
- Knowledge of search engine optimization processes
- Knowledge of social media management best practices
- Deadline driven and detail oriented
- Managing and prioritizing multiple projects at time
- Working autonomously as well as within a team
- Proficient in MS Office and Google Suite

## **Honors**

- 2020 Summit Creative Award - Website Design
- 2020 Communicator Awards - Brochure Design
- 2017 Official Selection for the MOREcolor Juried Art Show
- 2017 Official Selection for the IAO Juried Show
- 2012 3rd Place OCPRA for Campaigns
- 2012 3rd Place OCPRA for Logo Design
- 2012 3rd Place OCPRA for Mobile App Design
- 2012 3rd Place OCPRA for Large Brochure Design
- 2012 3rd Place OCPRA for Poster Design

## **References**

Angel Melvin, Owner and CEO of Light Alive Marketing  
(580) 699-2729

Maxann Lockard, Project Launch Manager at S2S Global  
(240) 285-3396

Mike Lee, Senior Art Director at WE Communications  
(405) 312-3990