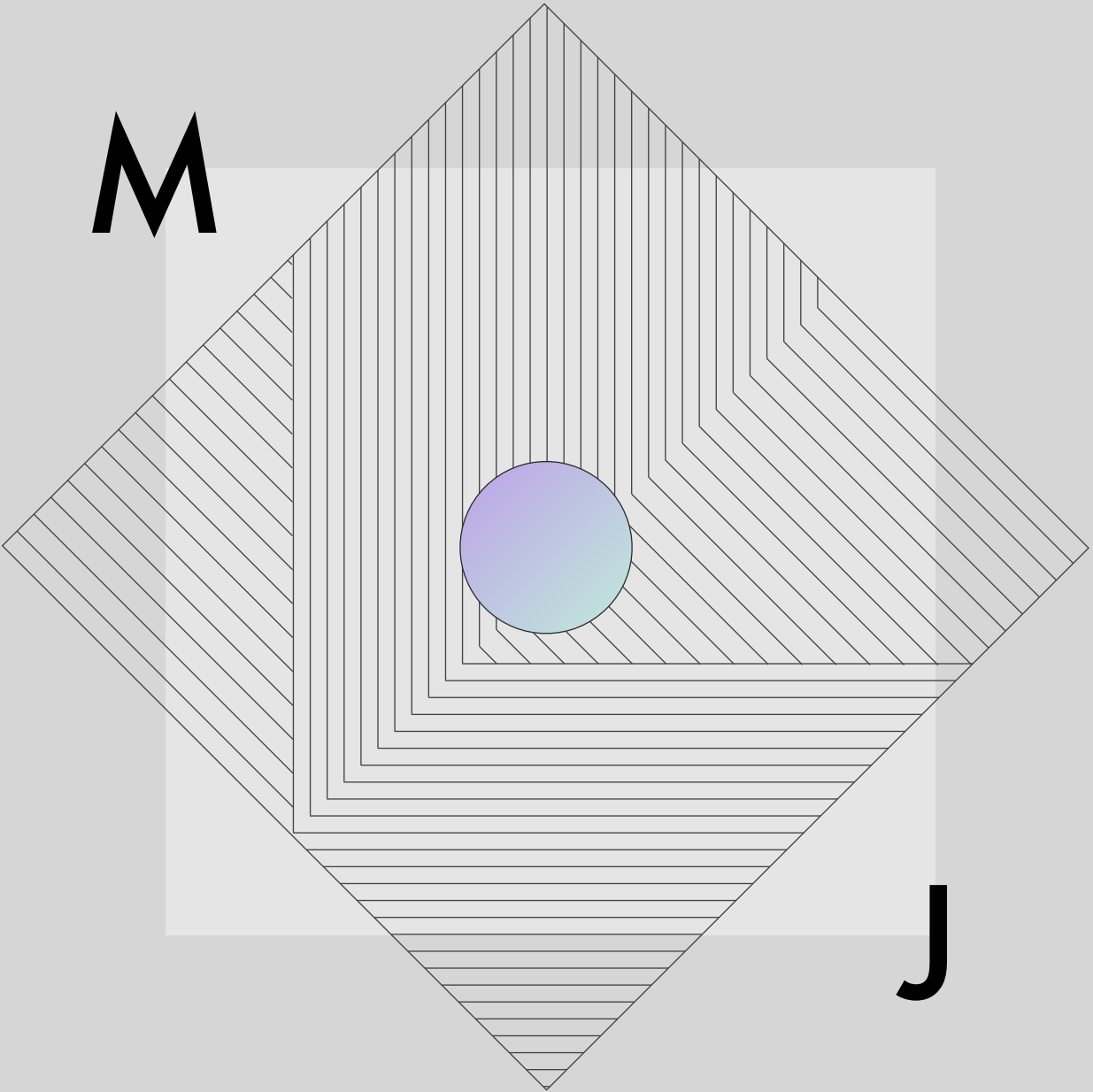




I'm Melina, a Brand Architect, Strategist, and Creative Director, from San Francisco.

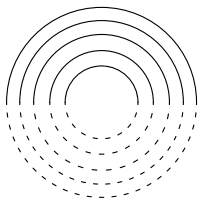
I work the way I'm built: foundation-first, craft-driven, and uncompromising. Before anything is deployed, it's interrogated — shaped by 14+ years of building brand systems and design frameworks for brands, like Mozilla, Sephora, Method, and Expedia.

This foundation is informed by on-the-ground research: how people navigate, feel, and decide in real environments, translated into design that evokes emotion and instructs before it asks for action.

WHAT I LOVE DOING



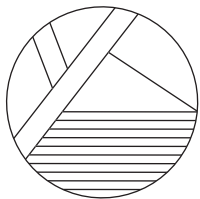
Problem Solving at Inflection Points



Clarity



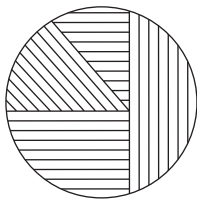
Identify Core Problems
Research
Vision Mapping



Movement



Activate Culture
Set the Trend
Innovate



Infrastructure



Process Development
Visual Language
Scaling Frameworks

EDUCATION



Industrial Design:
Visual Communication

September 2004 - March 2008

San Francisco State University

Areas of study: Branding and identity, rapid visualization, creative direction, marketing strategy, typography, graphic design, creative process, perspective drafting, technical writing, print and digital landscape, design history

ATELIER COEUR FOUNDER & CREATIVE DIRECTOR



Marketing Strategy & Creative Direction

Apr 2025–Jun 2025

Marketing & Content Strategy

Jan 2025–Apr 2025

Brand Strategy

Nov 2009 - Mar 2011

AH2 Luxury Hospitality Holdings

Delivered 40+ page brand strategy and visual identity system in 6 weeks — a scope that typically takes 6 months, architected full brand framework: positioning, customer journey, marketing strategy, and operational guidelines. Built scalable design system enabling consistent execution across the entire hospitality portfolio. Generated \$3,680 in ticket revenue and 2,101 event page visits in 8 days via Smoke Meets Vine; sold out.

Royal Bartending Co.

Drove measurable engagement lift from launch through social-first campaign and website redesign, while securing NYAK celebrity brand partnership, elevating market presence for LA expansion. Established brand positioning strategy enabling premium market entry in a new region.

Afatasi the Artist

Directed brand strategy, content, and digital operations across a full-year retainer engagement. Propelled 38% increase in online brand interactions and sold-out 75-person event in 10 days.

EXPERIENCE



Sr. Associate (UX)

Nov 2020–Jun 2021 · Contract

Acorn Analytics

Rebuilt broken client delivery operation through stakeholder research, affinity mapping, and implementation, plus implemented BigTime as the firm’s project management platform — mapping ownership and workflows.

Senior Visual Designer

May 2019–Oct 2019 · Contract

Mozilla / Firefox

Delivered art direction, UX, visual, and environmental design for global browser brand reaching 200M+ users. Crafted production-ready branded asset library establishing design standards at scale.

Creative Director

Feb 2024–Feb 2025

Afatasi the Artist

Rebranded complete visual identity: color, typography, and editorial art direction for flagship influencer campaign. Redesigned website sales page UX informed by engagement data.

EXPERIENCE



Head of Strategic Partnerships

Nov 2020–Jun 2021 · Contract

Head of Design

May 2019–Oct 2019 · Contract

Visual Designer

Feb 2019–Apr 2019 · Contract

Hieroglyphics (Hiero Imperium)

Closed Lyft Rideshare as official Hiero Day sponsor — conceiving and presenting the full pitch deck. Secured 15% of fundraising goal through direct corporate outreach and relationship building.

Hip-Hop Education Center

Owned UX design and brand voice across all channels for nonprofit arts education organization. Rebuilt operational systems using design thinking, improving team efficiency and process clarity.

method® Products

Owned all visual and UX design for methodhome.com, serving millions of monthly visitors. Performed A/B testing on email program optimizing conversion rates and user engagement.

PAST CLIENTS



My client roster includes some of the most innovative brands in the world, such as...



Expedia
Mozilla
Firefox
Sephora
Moxielash
Bare Minerals
American Giant
Betable

CORE COMPETENCIES



Brand Strategy & Positioning
Visual Identity Systems
Creative Direction
Art Direction
Campaign Development
Content Strategy
Cultural Intelligence
Photography Direction
Customer Journey Mapping
Market & Competitive Analysis
UX/UI Design
Design System Development

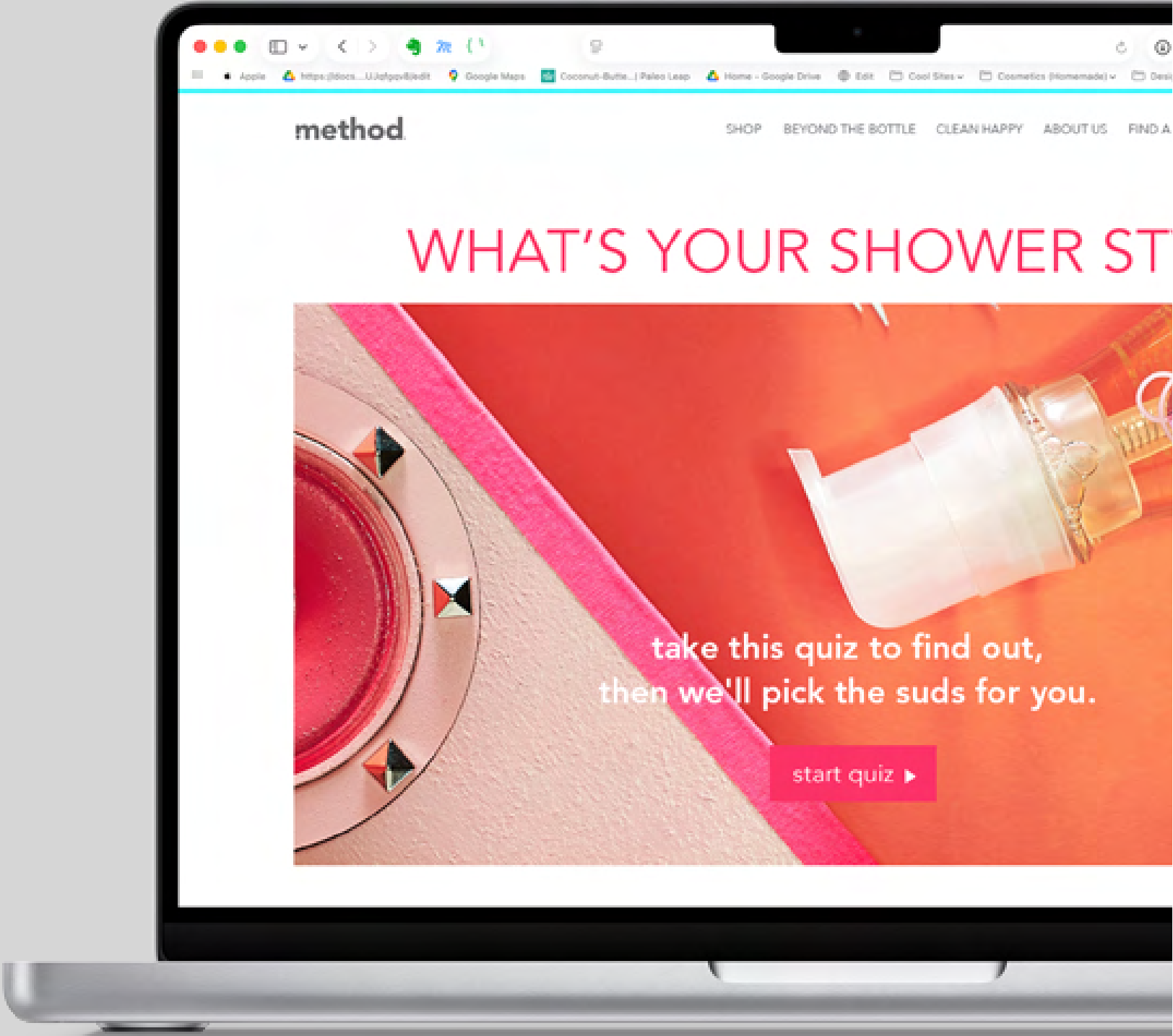
AI-Informed Strategy
Team Leadership
Process Development
Brand Architecture
Naming
Social-First Marketing
Go-to-Market Strategy
Event Experience Production
Figma
Adobe Creative Suite
Webflow
CSM & CRM

PROJECTS



UX Design, Visual Design

method[®]:
Interactive Quiz



method[®]: Interactive Quiz

Role

Visual Designer,
UX Designer

Scope

Product strategy,
UX Strategy

Length of Project

2 weeks

method[®] is an award-winning brand pioneering the movement of naturally derived and sustainable cleaning products. Product innovation, scent, and colorful design sets method apart from other products in the green-cleaning segment. Foaming Body Wash was one of their latest magic potions that I worked on.

Challenge: To communicate how our target would benefit from this new product, we had two objectives: getting her to a design forward lifestyle and the second was to demonstrate multiple ways to style a bathroom with the product. method[®]'s brand is invigorating, colorful, and fun. Armed with research from focus groups and user data, the team learned that there was an opportunity to exhibit a refreshing approach to the shower ritual by designing a fun, interactive quiz to determine users' personalities. These personalities were all based on the four colorful scents: **water flower, cucumber mint, sea mist and ruby orange.**

01

VISUAL DESIGN

Interfacing with Soap

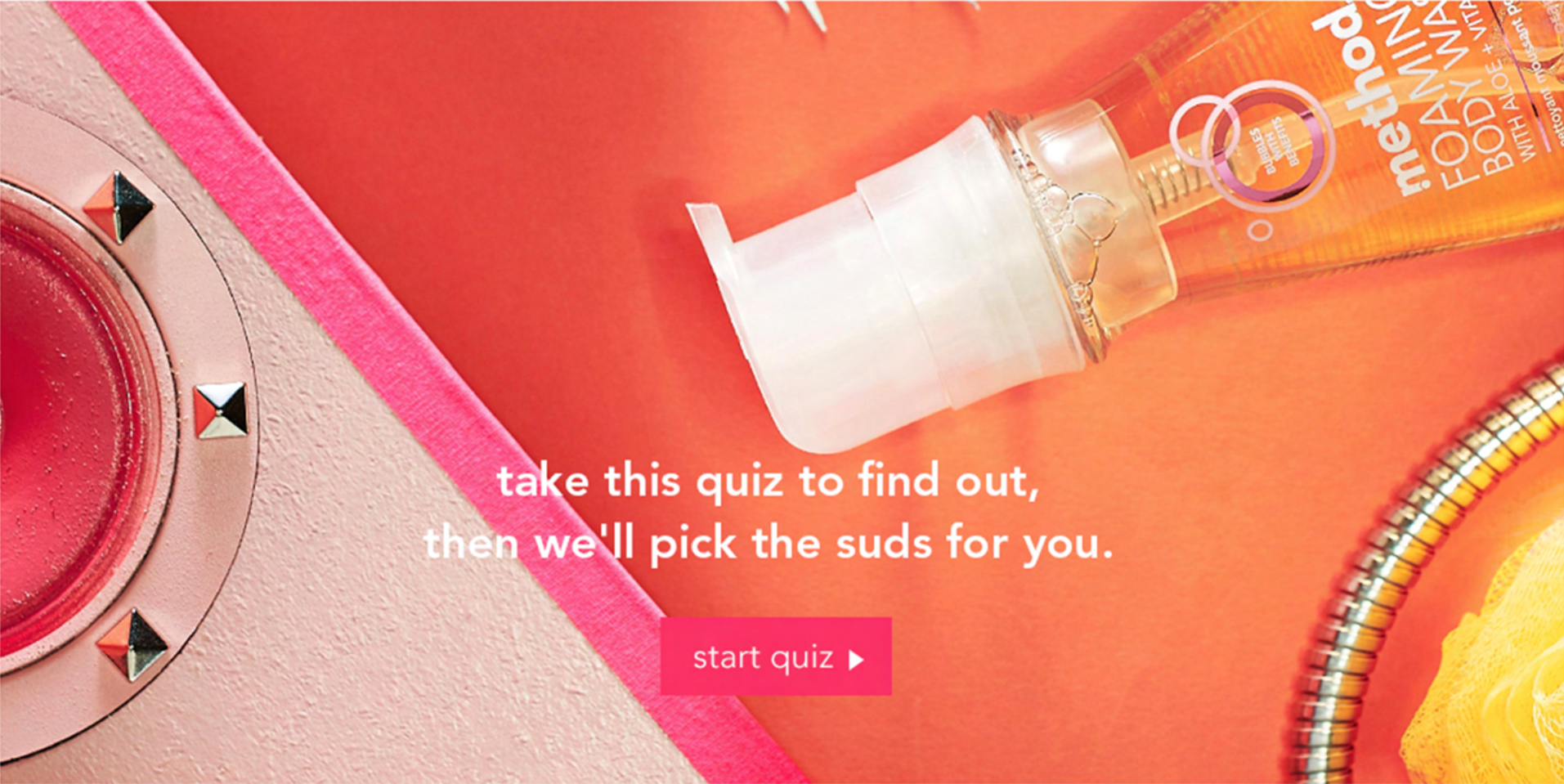


How can we make soap an invigorating topic to engage users? Based on data from focus groups and analytics, efficacy and style play key roles in driving movement with our target. That said, we prioritized content in two areas: visuals that communicate an effective product and a vibrant lifestyle that

method.

SHOPBEYOND THE BOTTLECLEAN HAPPYABOUT USFIND A STORE (0)

WHAT'S YOUR SHOWER STYLE?



take this quiz to find out,
then we'll pick the suds for you.

start quiz ▶



FOAM SWEET FOAM

press the pump for a handful of hydrating suds. the loofah is optional.

[shop now ►](#)



name of two of the most refreshing things you can imagine...
[read more ►](#)

find us online at: 

02

VISUAL DESIGN

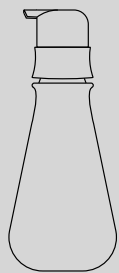
An Invigorating Experience



The ultimate goal was to convert to users to customers. To maximize engagement we focused on four key areas: discover their scent-based personality, introduce the new product, and inspire users to style their powder room with the product.

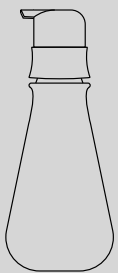
SCENT PROFILES TRANSLATE TO PERSONALITY PROFILES

PERSONALITY PROFILES



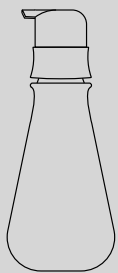
Sea Mist

- Clean
- Mossy
- Replenishing



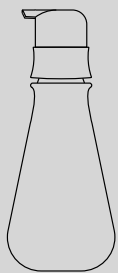
Water Flower

- Rich
- Floral
- Calming



Cucumber Mint

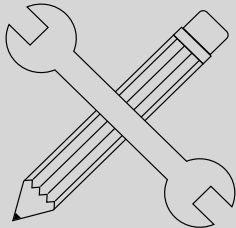
- Fresh
- Herbaceous
- Grounding



Ruby Orange

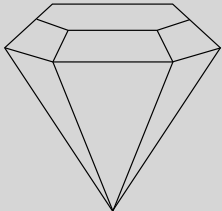
- Bright
- Citrus
- Energizing

PERSONALITY PROFILES



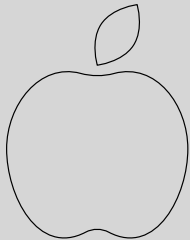
The Multi-Tasker

you tend to move fast—and we’re not talking about relationships. you believe you can accomplish more when you do multiple things at once, like showering while talking to clients. after all, isn’t that what speaker-phone is for?



The Luxurist

you think everything looks better in pink. and your daily escape is a long, steamy shower with lots of bubbles, preferably with some Sinatra playing in the background. your friends call you a girly girl. you don’t think that’s a bad thing.



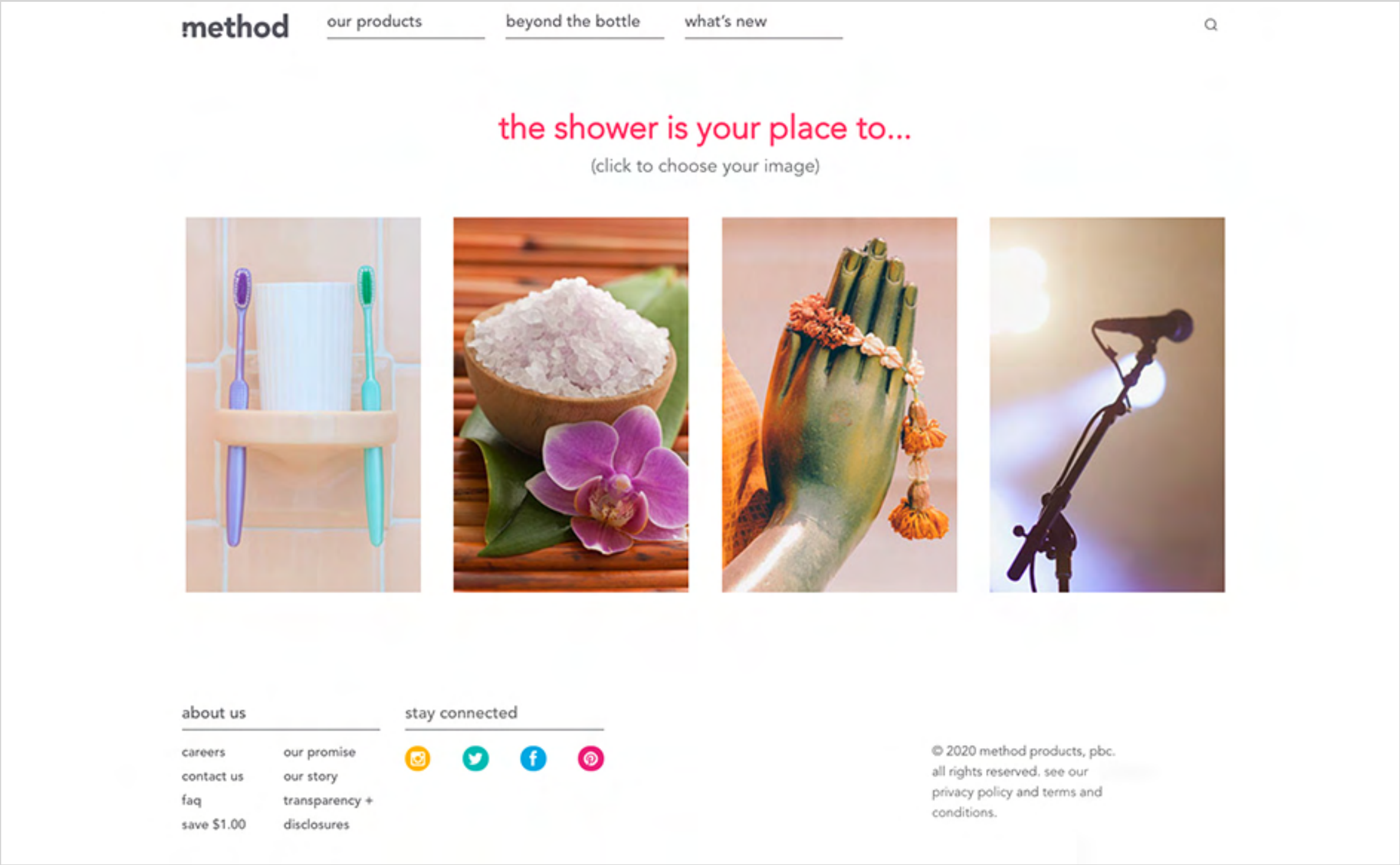
The Eco Warrior

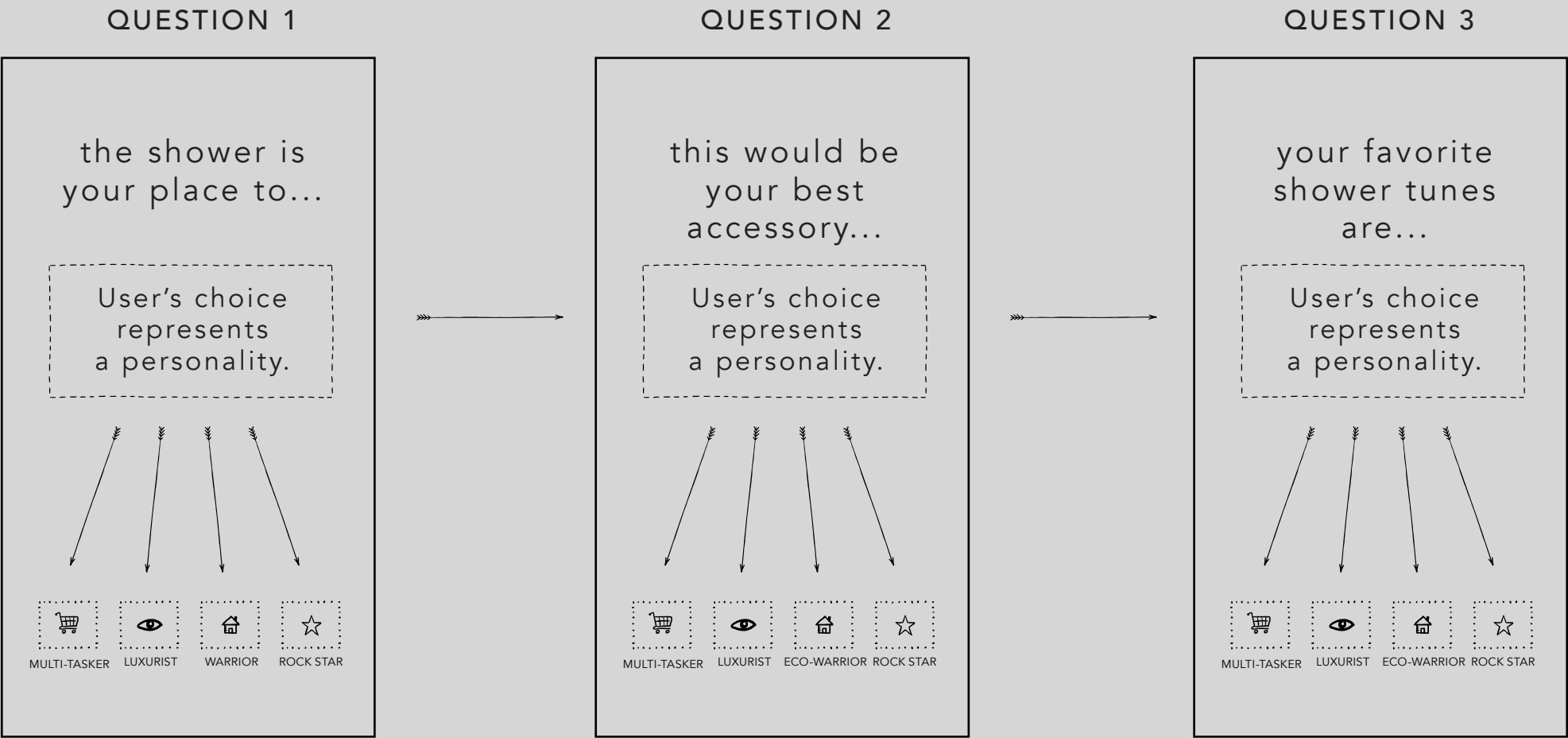
you like green juice, gratitude journals and acro-yoga. and your car of choice is a hybrid. for you, low-flow showerheads and bamboo bath-mats are more than just a style statement. you’re out to save the world—one bathroom at a time.



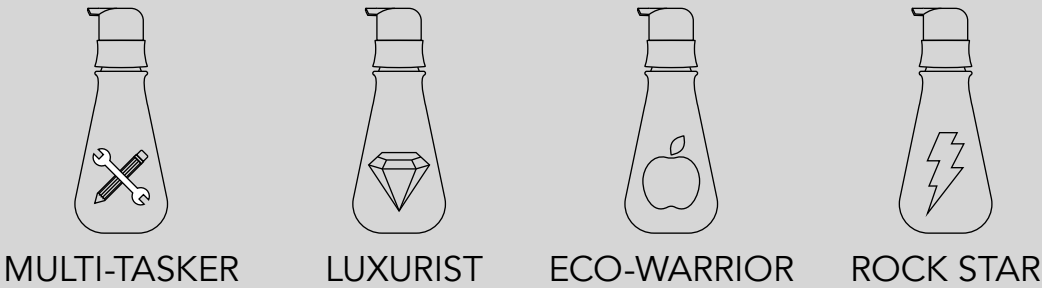
The Rock Star

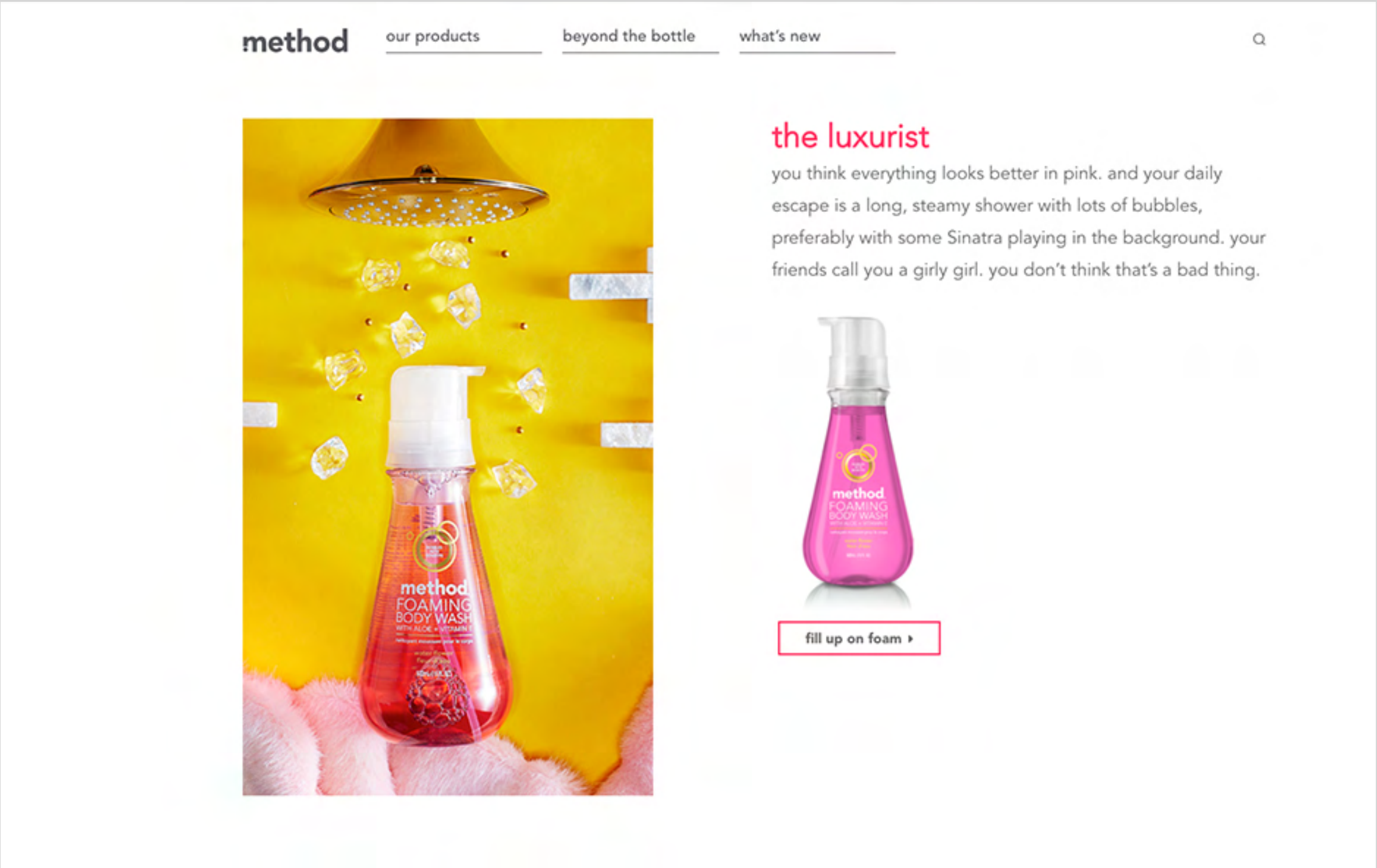
you’re outgoing, loud and never shy away from crowds. ripped jeans or studded accessories? why choose, when you can have them both. the shower is your stage and you’re always ready for a show. the air guitar playing is optional.

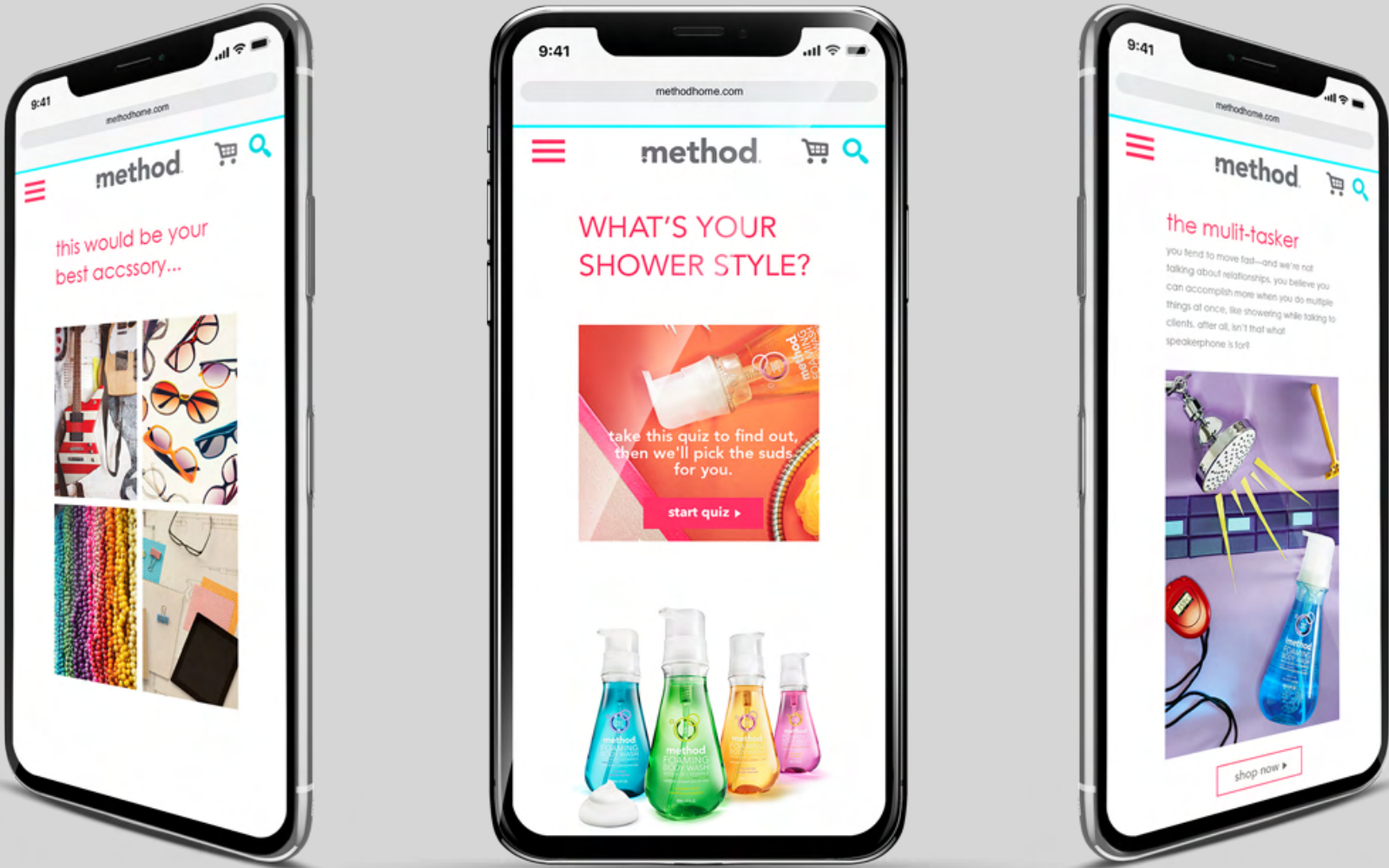




Personality Results Based on User's Answers

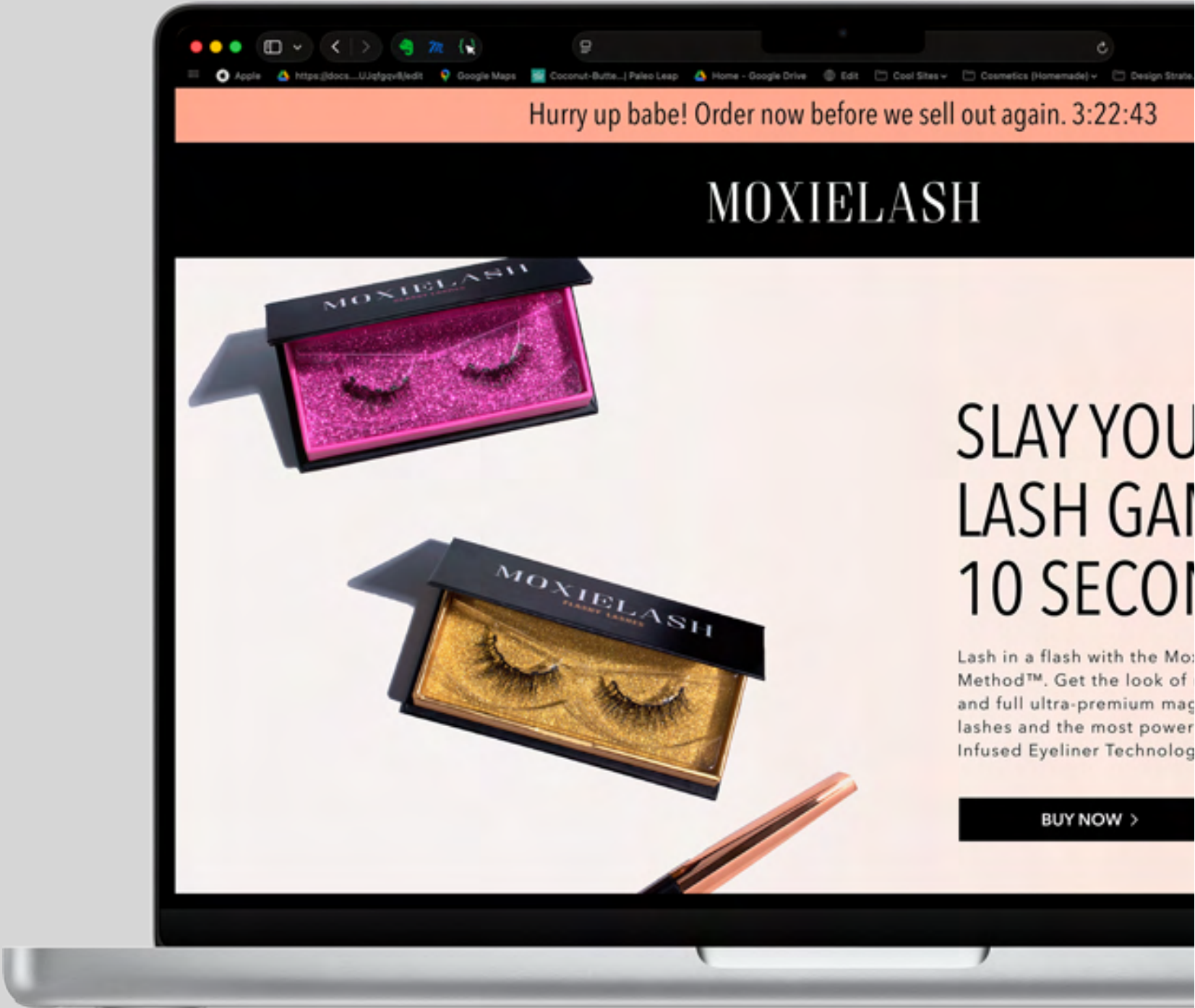






UX Design, Creative Direction

Moxielash: Landing Page



Moxielash: Creative Direction

Role

Creative Director,
UX Designer

Scope

Process Development,
UX Strategy, Branding

Length of Project

1 month

Moxielash is a beauty brand that has disrupted the way women apply and wear false eyelashes. The beauty brand’s innovative magnetic-eyeliner technology allows its customer to apply false eyelashes in seconds, in contrast to conventional eyelash glue application—which takes much more time, skill and effort.

Challenge: redesign the brand and product experience, by updating the existing sales page, while demonstrating how the product "works in seconds". This was achieved by first getting an acute understanding of the stakeholder’s goals, gathering insights of the existing sales page’s engagement, and performing a series of deep analyses of the target market. In order to execute these asks, I needed to rebuild the team’s workflow methods. I applied design thinking to reconstruct a documented process for a team of photographers, copywriters, and marketing managers to iterate quickly and remain agile.

01

INTERFACE

A High-toned Visual Feast



The previous landing page was very product focused—typical for sales pages. But convincing to buy products without context or instructions was asking a lot. The data we harvested revealed that the instructional videos on Moxielash’s Youtube account received the most engagement, so we used those insights to inform how to prioritize the content.

Hurry up babe! Order now before we sell out again. 3:22:43

MOXIELASH



SLAY YOUR LASH GAME IN 10 SECONDS

Lash in a flash with the MoxieLash Method™. Get the look of natural and full ultra-premium magnetic lashes and the most powerful Magnet Infused Eyeliner Technology.

BUY NOW >

LASH LUST

In two simple steps, our uniquely formulated Moxie locks your lash extensions in place for easy, extended and durable wear.

BUY NOW >



IT'S EASY BABE

Luxury lashes with no costly investment or learning curve. The Learning Kit gets you the best deal to trial the Moxielash Method™.



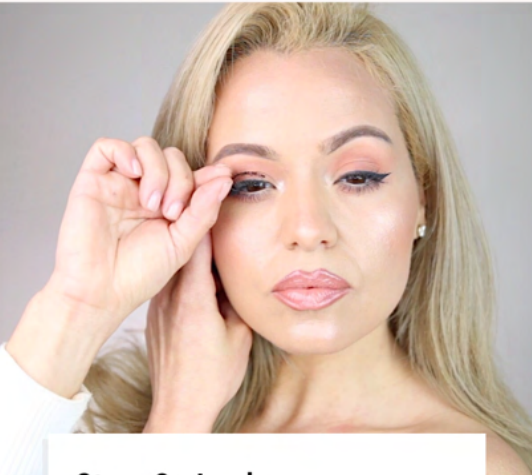
IT'S EASY BABE

Luxury lashes with no costly investment or learning curve. The Learning Kit gets you the best deal to trial the MoxieLash Method™.



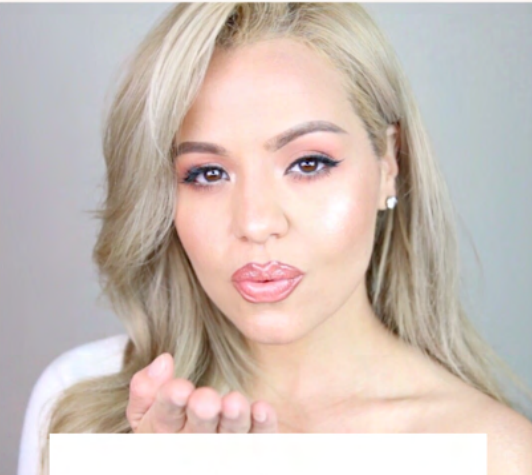
Step 1: Line

Apply our patent pending magnetic eyeliner next to your lash line.



Step 2: Lash

Place your lashes close to your lash line, right over the magnetic eyeliner.



Step 3: Dash

Slay your day, Babe, and let your lashes do all the talking.

BUY NOW >

A \$175 VALUE
NOW \$95.00



HERE'S WHAT YOU GET

- 1 Classy Lash Set
- 1 Flashy Lash Set
- 1 Matte Black Fusion Eyeliner



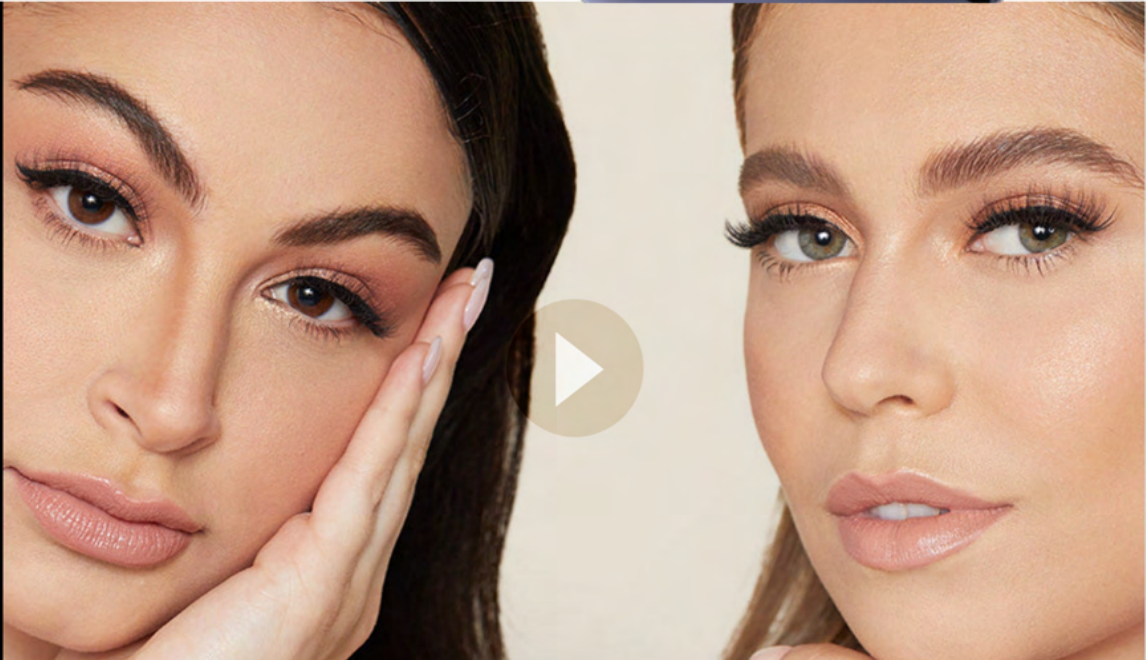
GET IT NOW >



INTRODUCING MOXIE BABES

Our beloved customers turned
Moxie Brand Advocates.

Learn More >



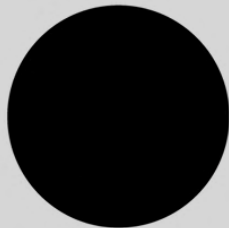
COLOR PALETTE



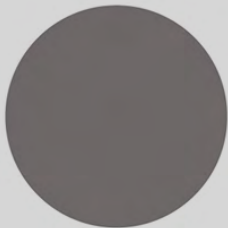
Moxielash’s top beauty contributor Instagram influencer, and makeup artist, Bianca Alcazar, was my inspiration for art directing the looks that I constructed. Our signature look was named “Classy”, after one of Moxielash’s best-selling product. The colors, hues and tone of this look is alluring, sensual, feminine and subtly powerful. Those visual characteristics helped to define the color palette, plus look and feel.

MOXIELASH

Primary Color Palette



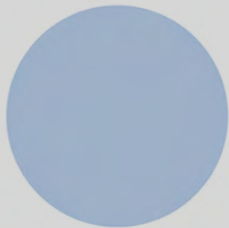
CLASSY
#000000



MONET
#817C7C



BABY
#F7CCB8



DOVE
#F9F9F9



DOVE
#F9F9F9

TYPOGRAPHY



After investigating the brand’s mission and what makes a “Moxie Babe”, I searched for a typeface that felt powerful and classically modern, yet approachable and feminine. Avenir Next was our winner, which we used for the headlines and body type, which pairs beautifully with the logotype casted in Moxielash’s custom-designed font.

30PT ULTRA LIGHT	Avenir Next
30PT ULTRA LIGHT ITALIC	<i>Avenir Next</i>
28PT REGULAR	Avenir Next
28PT MEDIUM	Avenir Next
29PT MEDIUM ITALIC	<i>Avenir Next</i>
29PT BOLD DEMI	Avenir Next
30PT BOLD	Avenir Next
29PT BOLD ITALIC	<i>Avenir Next</i>
29PT HEAVY	Avenir Next
29PT HEAVY ITALIC	<i>Avenir Next</i>

MOXIELASH

Lorem Ipsum

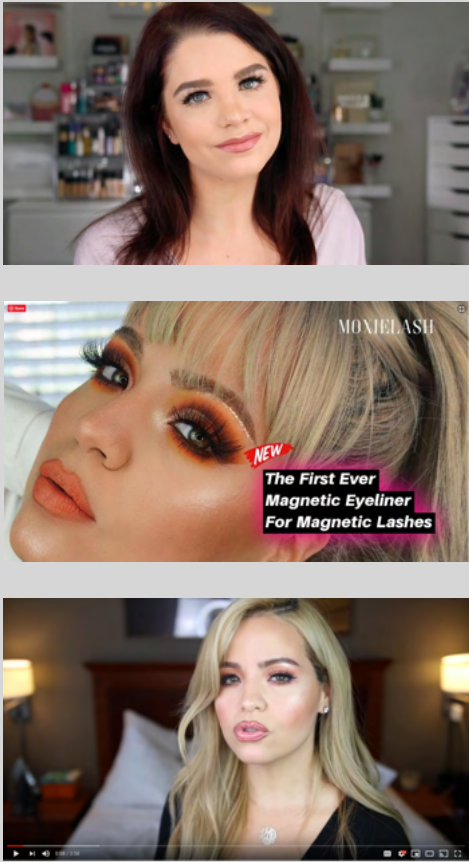
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

VISUAL ASSETS



Originally, the editorial photography and videography didn't have very much direction. To help the creative team achieve a high-toned, consistently irresistible style, while staying on brand, I constructed a documented process, which included a standardized creative brief and copy deck that captured the art direction for all in-house generated content.

PREVIOUS VISUALS



PRODUCTION KIT

MARKETING / CREATIVE BRIEF

DESCRIPTION			
Content Name:	02/08 Wink Wink		
Launch Date:	02/11/19		
Campaign Owner:	TBD		
Last Updated	02/08/19		

OVERVIEW

Objective	Content for Upcoming Sales Launch
Overarching design direction	TBD
Makeup look	Classically feminine, sexy with a subtly fierce edge

Editorial direction

<header module>

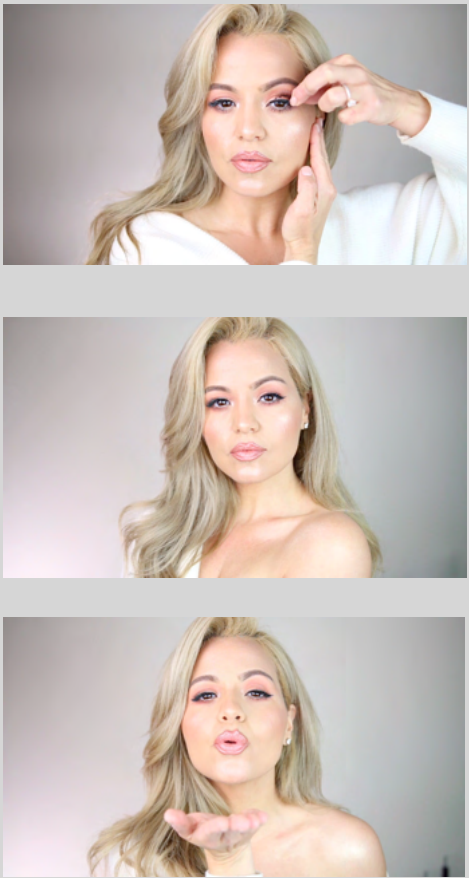
Option 1:
HED: LEVEL UP YOUR LASH GAME IN 10 SECONDS

DEK: Lash in a flash with the MoxieLash Method™. Get the look of natural and full ultra-premium magnetic lashes and the most powerful Magnet Infused Eyeliner Technology. (165 characters)

<social proof banner>

OPTION 1:
HED: LASH LIKE A BOSS

NEW ART DIRECTED KIT



02

UX Strategy

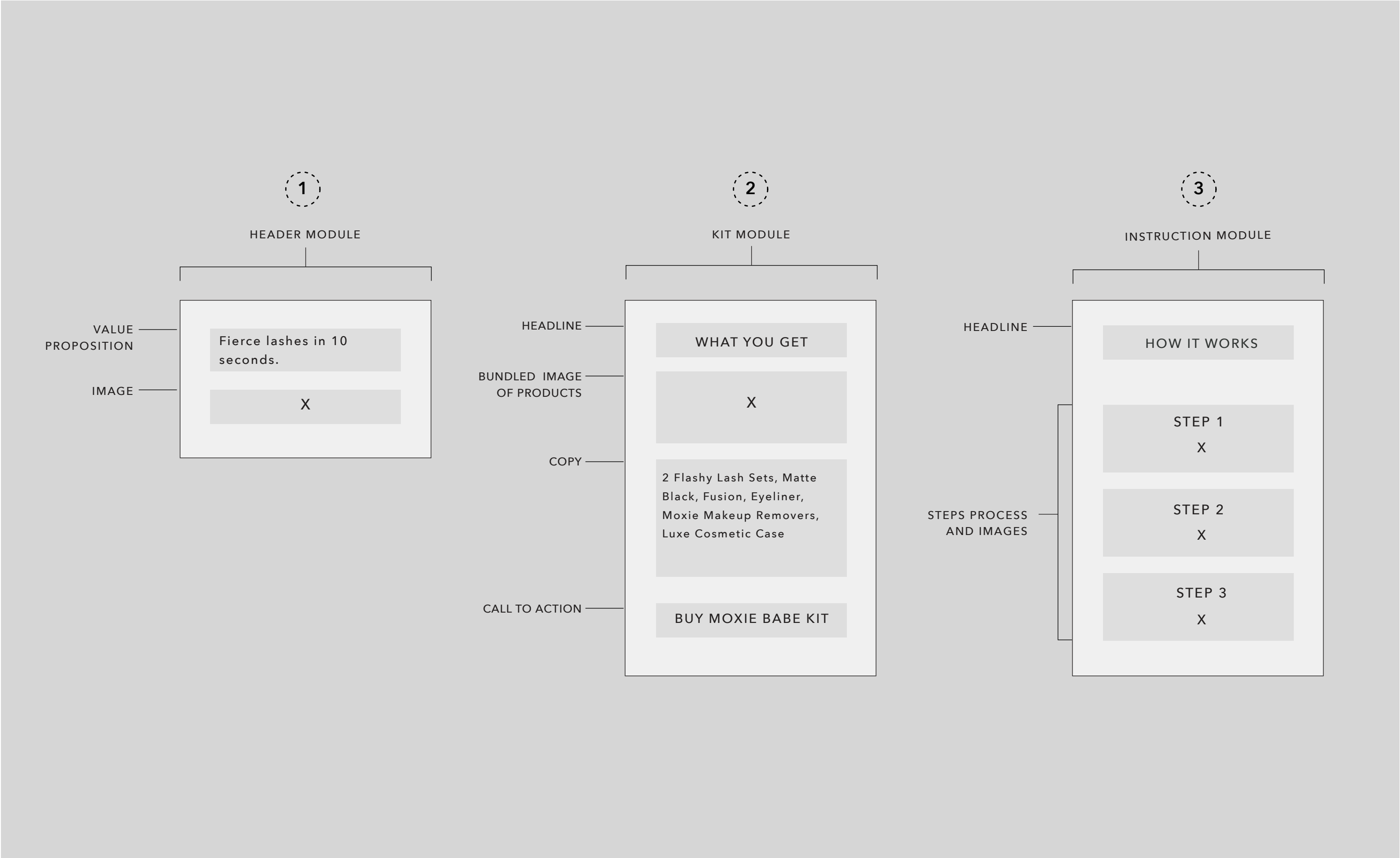
An Empowering Experience



Re-examining the data quickly showed us that our user needed more than products to convert her into a customer. Data informed three identified buckets to prioritize content: on-boarding, learning how to use the product, and browsing other customers' product experiences.

Prioritizing and Wireframing

Our focus landed on introducing the Moxielash brand and Moxielash method to our core audience with simple, digestible information that would inspire users to purchase the Moxielash Starter Kit. Since the designers were used to jumping right into wire-framing, I decided to introduce the team to priority guides. This approach got everyone on board with how we would reach our goals and set a clear content hierarchy.



DESKTOP WIREFRAME

Hurry! Supplies are limited. 00:10:45

Fierce lashes
in 10 seconds.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do.

BUY MOXIE SET NOW

Prep

Lorem ipsum
dolor sit amet,
consectetur

Set

Lorem ipsum
dolor sit amet,
consectetur

Jet

Lorem ipsum
dolor sit amet,
consectetur

BUY MOXIE SET NOW

Here's what you get

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et dolore magna aliqua.

BUY MOXIE SET NOW

MOBILE WIREFRAME

Hurry! Supplies are limited.
00:10:45

Fierce lashes
in 10 seconds.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do.

BUY MOXIE SET NOW

Prep

Lorem ipsum
dolor sit amet,
consectetur

Set

Lorem ipsum
dolor sit amet,
consectetur

CONTACT

Feel free to reach out, if you need a hand making your dreams come true!

melina@sanshypedesign.com

