



Melanie Riojas

Multimedia Graphic Designer

CONTACT

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CORE SKILLS

- Graphic Design
- Brand Identity
- Illustration
- Typography
- Visual Concept Development
- Merchandise & Product Graphics
- Print Production
- Screen Printing
- Large-Format Graphics
- Photography
- Videography & Editing
- Project Management
- Client Collaboration

SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Procreate
- Microsoft Office
- Google Workspace

AFFILIATIONS

- **RUA**, Mentee
- **LXiA**, Member
- **UHGAP**, Member
- **AIGA**, Member

PROFILE

Graphic designer with experience in print, branding, merchandise, and visual communications. Skilled in developing original graphics and visual concepts from initial ideas through final production. Strong foundation in typography, illustration, composition, and color, with experience managing projects, incorporating feedback, and maintaining visual consistency across digital and physical applications.

EDUCATION

MASTER OF SCIENCE - VISUALIZATION

TEXAS A&M UNIVERSITY, 2024

BACHELOR OF FINE ARTS - GRAPHIC DESIGN

UNIVERSITY OF HOUSTON, 2020

PROFESSIONAL EXPERIENCE

DATA IMAGERY EDITOR (2D ENVIRONMENT) - CONTRACT

APPLE INC. (VIA MINDLANCE) | AUGUST 2025 – AUGUST 2026

- Analyze visual data with exceptional accuracy and attention to detail.
- Collaborate with cross-functional teams to meet production deadlines.
- Identify and resolve visual inconsistencies through image analysis.
- Manage multiple assignments in a fast-paced production environment.

CREATIVE DESIGN SPECIALIST

FULL CIRCLE CHAT PODCAST | 2024–2025

- Developed branding across web, social media, print, merchandise, and campaigns.
- Designed print and digital marketing materials, promotional graphics, and merchandise assets to support audience engagement and brand growth.
- Created original graphics, social media assets, and multimedia content.
- Edited podcast video and audio content for distribution across digital platforms.

FREELANCE GRAPHIC DESIGNER & PRODUCT ARTIST

DELIVERED BY MEL | 2020–PRESENT

- Design and produce custom banners, signage, invitations, merchandise, and marketing materials for clients using digital and physical production techniques.
- Partner with clients to create cohesive physical products and brand experiences.
- Create original illustrations and graphics for print and digital applications.
- Manage client projects from concept to final production.

GRADUATE TEACHING ASSISTANT

TEXAS A&M UNIVERSITY | 2023–2024

- Assisted faculty with instruction in visualization, design, and digital storytelling.
- Mentored students on design principles, visual communication, and creative problem-solving.

SELECTED DESIGN SPECIALTIES

- Branding & Identity Design
- Product & Merchandise Graphics
- Illustration
- Print & Production Design
- Typography & Graphic Composition
- Large-Format Graphics
- Motion Graphics