

MELANIESCHIFF.design

Melanie Schiff : Castle Rock, CO : melanieschiff1@gmail.com : 303.521.7121 : melanieschiff.design

Versatile graphic designer specializing in transforming complex technical information into engaging visual narratives for marketing campaigns, stakeholder communications, and proposals

Experience

Visual Communication Designer | Stantec

12/2023 - 11/2025

- Designed and produced multi-million dollar AEC (water/wastewater) proposals and SOQs, developing comprehensive page layout compositions, infographics, charts, illustrations, and technical diagrams that distilled complex engineering concepts into clear visual narratives
- Crafted engaging presentations using animation and visual effects to effectively communicate technical ideas to broad audiences
- Partnered with program and project managers to develop visual communication tools, including detailed progress reports, presentations, printable collateral, and public-facing community outreach graphics

Graphic Designer | Cognizant/TriZetto Healthcare

05/2015 - 06/2023

- Collaborated with marketing teams to create integrated multimedia design solutions across communication channels for Cognizant healthcare brands, including custom-coded emails, Google ads, infographics, social media campaigns, and product presentations
- Redesigned and maintained new brand standards for TriZetto Provider Solutions (TPS), balancing the need for consistency under the Cognizant brand with innovation and a unique look specific to TPS
- Overhauled TPS Website: Developed wireframes, functional prototypes, final designs, landing page templates resulting in over 50% traffic increase in the first year
- Designed themed graphics for tradeshow events, including booth displays, signage, and fun promotional videos and motion graphics
- Architected a centralized asset library and template system to streamline creative workflows and reduce project turnaround times

Graphic Designer | CH2M Hill (now Jacobs)

09/2008 - 05/2015

- Managed the graphic lifecycle for complex AEC proposal packages, translating technical requirements into persuasive, layouts and cover designs
- Delivered diverse marketing collateral including annual reports, technical illustrations, and conference materials for a global engineering clientele

Graphic/Production Designer | American Water Works Association

09/2006 - 09/2008

- Executed the layout and production of technical books, manuals, and Opflow magazine, managing the process from initial design to final print.
- Facilitated vendor relations, analyzing print bids and conducting quality control to ensure cost-effectiveness and high-standard output.

Skills

Design Strategy and Execution
Visual Storytelling
Brand Development (Refresh/Redesign)
AI: Imagery, Photo Editing, and Workflow Optimization
Executive Presentations/Pitch Decks
Interactive Document Layout Design
Informational/Technical data design
Photo and Video Editing
Motion Design
Tradeshow Booth/Events
Social media campaigns

Software

Adobe Creative Suite
Canva
Figma
Salesforce Pardot
Asana
Workfront
Webflow
Microsoft Office/Google Workspace

Education

**PROJECT MANAGEMENT
Professional Certificate,**
Google, 2023

UX/UI Certificate
CalArts, 2020

UNIVERSITY OF DENVER
BA in Digital Media/Graphic Design
Minors: Business & Studio Art
NCAA Division 1 All-American
(Gymnastics)