



RÉSUMÉ
& PORTFOLIO
2020

Melody w. tai

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graphics

brand

typography

production

QUALIFICATIONS

Creative designer with extensive experience in multimedia marketing and print production. Exceptional interpersonal skills and a collaborative dynamic team player, who thrives on leadership through organization and communication. Extensive understanding of pre-press and the ability to transform design vision into print-ready deliverables, including custom sizes, bleeds, correct die line and colors. Skilled in client and vendor relationships, and accustomed to performing in deadline-driven environments with successful results.

TECHNICAL PROFICIENCY

Adobe Acrobat Pro, Adobe Design Suite, Sketch, Figma, Google Drive, Google Slides, Google Docs, Google Sheets, Keynote, Microsoft Suite, Triple Triangle, Dropbox

EDUCATION

Bachelor of Arts in Industrial Arts, *emphasizing in Multimedia Graphic Design*, 2001
San Francisco State University, San Francisco, California

EXPERIENCE

2019-Present

Production Designer, *Facebook AR, AV*, Pro Unlimited; San Francisco, California

Key achievements:

- Provide production support in Portal and Oculus retail, including print, OOH, and digital assets across marketing channels.
- Prepping files for production vendor handoffs.
- Support creative team in designing Portal Brand guidelines.
- Print/plot full size comps for Portal retail fixture reviews.
- Work with product, e-commerce and marketing teams in creating icons for Portal.
- Support Portal and Oculus dogfooding teams in the prepping and printing of packaging mockups.
- Support teams in deck presentations.
- Receiving and prepping images for digital and printed assets, including light retouching for reviews.

2018-2019

Production Designer III, *Google Brand Studio*, Adecco; San Francisco, California

Key achievements:

- Worked with creative leadership to set design standards and deliver specs and assets for websites, apps, and printed collateral.
- Pixel-perfect adjustments of design icons for use across multiple devices and regions.
- Translated designs into layout specifications, cut and organize assets, and communicate them in a way that can be visually referenced and integrated by UX and engineering teams (sketch).
- Provided mechanicals and specs for printed collateral; from brochures to packaging.
- Prepared digital assets and collateral for key marketing experiences.
- Created presentations using Google Slides and prep large format plots for presentations.

2017-2018

Senior Production Designer, (Creative Brand Team), *Lyft HQ*, San Francisco, California

Key achievements:

- *Brand Team* - Production designers were tasked to build out new Lyft Branding across local and national cross-functional teams, to include new font, colors, logos, templates, in digital and printed assets.
- *Paid Acquisition and Engagement* - Built out concepts into thousands of digital deliverables across social media, impacting national and local driver and passenger acquisition and engagement.
- *Local Marketing* - Built out thousands of digital and print creative assets adhering to brand standards and brand campaigns into local markets. Assets range from web banners, email headers, local digital and or printed pieces as well as billboards, airport and stadium pieces, to swag assets.
- Assisted in laying out and cleaning up executive marketing presentations.

- Worked closely with the print manager and print vendors to ensure proper files are built to spec and quality control before sending files off to print.
- Manage and upkeep internal Brand Standards Microsite, Comms Hub, and Brand Guidelines Sitemap.
- Help develop file management and naming convention.
- Consistently worked in fast turn-around times and last minute requests.

2015-2017

2D Retail Marketing Designer / Production, *Google*, Synergies; Mountain View, California

Key achievements:

- Help development 2D design and digital content for in-store and online retail.
- Develop and help implement branding guidelines across all third party retail partners and execute retail toolkits across all products within the Google hardware and services portfolio (Pixel, Google Home, Google Wifi, Chromecast, Chromecast Audio, Chromecast Ultra, Chromecast Wifi, Chromebook, Android).
- Set up internal processes and systems which included nomenclatures, folder structures and design flows between internal teams and agencies.
- Work across channel marketing to design and execute in-store and online promos.
- Help set up UX testing across brands.
- Collaborate directly with 3D production, production studio, photo studio, agencies and 3rd party vendors.
- Build mechanicals for print, as well as localize files globally.
- Create presentation decks, and help set up executive reviews.

2013-2015

Lead Production Artist, *Venables Bell & Partners*, San Francisco, California

Key achievements:

- Build print/pre-press production mechanicals and release to post production vendors.
- Build digital mechanicals in Indesign, Photoshop, Illustrator, and release to post production vendor.
- Build presentation decks & templates in Keynote and Powerpoint.
- Provide design support to creative teams, plot and mount artwork for color proofing.

2011-2012

Senior Production Artist, *Rauxa*, San Francisco, California

Key achievements:

- Lead production for Sears and Kmart, working closely with Creative Director in designing and producing in-store signage pieces for all stores in fall and spring of 2011-2012. Prepared files for print.
- Production on McAfee, one of the world's largest dedicated digital security company. Produced direct marketing pieces which includes poster signage, emails, letters and envelopes. Prepared files for print.
- Production on Intuit, a software company that develops financial and tax preparation software and related services for small businesses, accountants and individuals. Produced emails and direct mail pieces which included, brochures, letters and envelopes for both US and Canadian customers. Prepared files for print.
- Production support to other clients which included AAA Insurance, Bank of the West, Blueshield of California, Chase, Delta Dental, Healthnet, Logitech, Verizon, Union Bank.
- Provided production support to executives on new business pitches, presentations and mock-ups.

2007-2011

Associate Production Manager, *SolutionSet (previously Haggin Marketing)*, Mill Valley, California

Key achievements:

- Lead production for Cintas Rental catalogs, the #1 uniform supplier in the US who holds about 800,000 clients and daily wear by some 5 million people. Built files and spreads to printer specs. Projects included: biannual 140-page catalogs that included a 16-page sales insert; direct mail catalogs; presentation decks for photo sessions and client presentations. Worked in conjunction with the account manger, creative team, copywriters, proofreaders, prepress and the client. Worked closely with image coordinator in processing incoming and outgoing images, averaging between 950-1200 per catalog. Responsible for maintaining files on the main server as well as uploading and up-keeping rounds on Boomerang, a proprietary online annotation and approval processing system. Prepared and packaged files for prepress.
- Lead production for Radio Shack RadioShack daily deliverables of emails, inserts, direct mail and presentations. Managed down-loads and upload of files to Radio Shack portal FTP site as well as managing jobs on internal main server. Collaborated with the creative team and prepared files to release for programming. Released jobs included 129 emails, 17 direct mail pieces and 144 inserts in 1.5 years.

- Lead production for American Express Global Networking Services (GNS), a service dedicated to supporting the relationship between banks and financial institutions that issue American Express-branded cards on their global merchant network. Built, processed and managed files, which included 3 versions of direct mail pieces and 3 versions of newsletters per quarter. Worked closely with image coordination to track incoming and missing images. Maintained files on main server and on Boomerang. Prepared files for print.
- Lead production for AutoDesk, world leader in 3D design software for manufacturing, building, construction, engineering, and entertainment. Built and managed 12 Autodesk's comprehensive building information modeling (BIM) solution brochures, including the Autodesk Revit family and Autodesk Navisworks. Prepared files for print.
- Lead production for Bare Necessities, online retailer of designer intimate apparel for women. Built and maintained seasonal catalogs and direct mail ranging from 8 to 30 pages. Prepared files for print.
- Worked on American Express Membership yearly rewards division and consumer credit card merchandise seasonal benefit guides in print and online catalogs U.S. and Canadian versions. Projects ranged between 8-10 catalogs a year in combination with online emails. Catalog spreads ranged between 24-48 pages with version for different card memberships and/or sale points as well as versions in French. Built and maintained files on the main server and on Boomerang. Placed new and incoming images, adding in silo paths and shadows. Packaged files for print.
- Provided creative support for Fingerhut, a nationwide direct retailer. Between 900-1200 creative concepts front covers were created each year that were processed and made into PDFs for client approvals. Built and maintained files on main server, client site and Boomerang.
- Built and maintained seasonal catalogs for Nautilus, worldwide leader in marketing health and fitness solutions. Catalogs ranged between 24-48 pages. Maintained files on main server and on Boomerang. Provided creative support in building client presentations. Packaged and prepared files for print.
- Lead production on Sony signage projects that were placed at retail launch sites. Managed files and produced pdf rounds to client. Packaged files for print.
- Provided production support to other clients which included Adidas, AT&T, Dell, Tiny Prints and TXU Energy.
- Provided production support to executives on new business pitches, presentations and mock-ups.

2006-2007

Lead Production Artist, RR Donnelley (former Mervyn's onsite location), Hayward, California

Key achievements:

- Produced and maintained weekly and monthly inserts for Mervyn's retail department store. Daily deliverables consisted between 3 to 9 project rounds, which ranged between 2-48 page spreads. Weekly spreads completed averaged around 90 pages to client and printer.
- Managed and distributed work to production team of 5.
- Developed workflow procedures/schedules between departments, which included the creative team, copywriters, proofreaders, image coordination, prepress and production.
- Communicated on daily basis between departments on job status and deadline issues.
- Processed and managed new and incoming product images into digital data base. Images averaged between 50-150/week.