

# MELISSA CADAVID

Graphic & Web Designer

**MELISSACADAVID.COM**

CadavidCreative@gmail.com

713.518.2695

Houston, Texas

## EXPERIENCE

2013–Present

### **CADAVID CREATIVE**

Brand Identity through websites, logos, socials, email, advertisement, marketing, and more.

Wedding invitation design, invitations, certificates, UX, UI, brochures, iconography, infographics, photography, etc...

2018–2019

### **NACE INTERNATIONAL**

#### **Email Marketing Specialist**

Design & A/B test emails to drive higher click-throughs & opened rates to our platforms.

2014–2017

### **ACADEMY SPORTS & OUTDOORS**

2017

#### **eCommerce Digital Designer**

Designed responsive content for Email, digital advertisement, & Academy's website.

2015–2017

#### **eCommerce Web Designer**

Designed Academy.com's geo-targeted & personalized homepage, fitting to UX/UI & ADA compliance.

Digital marketing for NFL, MLB, MLS, NBA, NCAA partnerships & brands like Nike, Under Armour, Adidas, Nikon, etc...

Created HTML5 animated ads, Rich Mobile Media experiences, commercial videos & size charts.

2014

#### **eCommerce Digital Production Artist**

Digital marketing with Flash Animated.

Since 2016

### **THE COLOMBIAN FOLKLORIC BALLE**

#### **Digital Designer & Dancer**

CFB-USA.org, banners & social media marketing.

2013

### **HOUSTON SMALL BUSINESS MARKETING**

#### **Graphic Artist Intern**

Web-based projects: SEO & brochure desings.

## EDUCATION

2014 **Bachelor of Fine Arts, Graphic Design**

The Art Institute of Houston  
GPA 3.7 Cum Laude

2017 **Studio Certified in HTML5**

## BILINGUAL

Spanish & English

## AWARDS & PUBLICATIONS

2015 Graphis Typography 3 | Gold Award | *Castro 1959*

2013 Graphis New Talent Annual | Platinum Award | *Castro 1959*

2013 Graphis New Talent Annual | Gold Award | *Transition*

2013 National Technical Honor Society

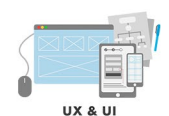
2011–2014 Dean's Honor Roll

2011–2014 Merit Scholarship Recipient

Since 2013 Projects displayed to promoted The Art Institute of Houston's Graphic Design department

2007 President's Education Award

## SKILLS



## PROFICIENCIES

