

MELISSA FOX-AUSTIN

GRAPHIC
DESIGNER & ART
DIRECTOR

portfolio

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PROFESSIONAL PROFILE

Graphic Designer & Art Director | 20 years of experience in branding, packaging, product design, and marketing communications across agency, in-house, and freelance environments. Expertise includes brand systems, surface and pattern design, packaging dielines, print and digital production, presentation design, and fast-turn execution across B2B and B2C projects.

SKILLS

- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effects, Lightroom
- Figma, Canva
- WordPress, WooCommerce
- Mailchimp, MailerLite, Google Analytics
- Google Workspace, Microsoft Office, Notion
- Layout design, typography, color theory, visual hierarchy
- Brand and product system design
- Presentation design, pitch decks, moodboards
- Print production, packaging design, dielines, file preparation
- Surface & pattern design (seamless repeats, colorways)
- Photography (environmental, lifestyle, product support)
- Photo retouching and restoration (print and digital)
- Image color correction, cleanup, and production prep
- Product and lifestyle image coordination
- Light motion design, eCommerce asset production
- AI-assisted design and content workflows (ChatGPT, Copy.ai)

WORK HISTORY

GRAPHIC DESIGNER & ART DIRECTOR (Freelance)

HeyFox (formerly Fox Digital Design) | www.heyfoxhere.com | Longwood, FL | 2005–Present

- Lead brand strategy, identity systems, and creative execution for 20+ clients across digital, print, and social channels
- Execute pitch decks, print assets, and digital campaigns from concept through production, driving repeat engagements and long-term client relationships
- Build scalable brand systems and shared guidelines to streamline workflows and ensure consistency across platforms and teams
- Maintain current technical and creative skills through ongoing professional development, adapting tools and processes to meet evolving client needs

NOTABLE CLIENTS & PROJECTS

- **602 Enterprises:** On-call production and concept designer delivering fast-turn apparel, signage, packaging, and promotional merchandise for higher education, hospitality, and retail clients within established brand, licensing, and production constraints.
- **Confidential International Retail Client:** U.S. design lead for a global manufacturer, developing packaging, product collections, and surface patterns across 70+ SKUs in collaboration with factories and international sales teams.
- **POISON PAWN:** Led visual identity, product, and packaging systems for a high-performance chess brand, including motion-based UI assets and animated avatars. Work supported partnerships with NFL teams, Team USA Synchronized Swimming, UCLA Bruins, and MSU Women's Volleyball.
- **YCMG Brands:** Launched five fast-casual restaurant brands: VeraASIAN, TokyoSAN, Thai Bistro, Taviani's, and YoBelle. Delivered comprehensive identity systems, menus, signage, murals and packaging under aggressive timelines.

OWNER & GRAPHIC DESIGNER

CHERISHED PRINTS | www.cherished-prints.com | Longwood, FL | 2012–Present

- Designed and operated a modular brand, design, and production system optimized for clarity, consistency, and scale
- Built the brand story, core values, and visual identity, establishing a modern design standard and expanding options within a traditionally limited funeral and memorial category
- Developed flexible, rule-based design systems within Adobe Creative Suite using grids, styles, and linked assets to enable rapid customization without visual drift
- Created structured content-support resources and intake workflows to guide customers through copy and customization with minimal friction
- Engineered end-to-end workflows covering order processing, version control, proofing, and print-ready production, designed to run solo with built-in redundancy
- Supported 240+ SKUs across 35+ collections, fulfilling 4,400+ orders and generating \$320K+ in revenue through a predictable, system-led workflow

GRAPHIC DESIGNER

EARL OF SANDWICH | www.earlofsandwichusa.com | Orlando, FL | 2008–2012

- Led cohesive brand rollouts across 25+ franchise and corporate locations, including menus, signage, packaging, print, and digital campaigns, contributing to \$20M+ in sales at Disney Springs location, producing high-quality work on tight timelines and budgets in a fast-moving setting
- Collaborated with Disney Springs to ensure brand and legal compliance, safeguarding IP and avoiding infringement
- Directed photo shoots, supported freelancers, and guided campaign launches, establishing a marketing fulfillment center and managing vendor transitions to ensure print quality

DESIGN SPECIALIST

CAPITAL RESOURCE GROUP | Longwood, FL | 2004–2008

- Translated complex financial and estate planning systems into clear, accessible infographics
- Managed in-house printing and creative production for campaigns and internal initiatives, delivering consistently high-quality output in a fast-moving, values-driven environment

EDUCATION

BACHELOR OF FINE ARTS

Rollins College | Winter Park, FL | 2000