

Melinda Puentes

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www.peacockdreamscreative.com

SENIOR GRAPHIC DESIGNER — PRODUCTION ARTIST

Known for strong production design and pre-press skill-sets. Integral team member on award-winning, globally recognized brands. Collaborator with a can-do attitude!

Key strengths include:

- Print Production Design
- Digital Production Design
- Typography
- Problem Solving
- Trade Shows & OOH
- Pre-press
- Self-managing
- Deadline Oriented

PROFESSIONAL EXPERIENCE

MATTEL, El Segundo, CA

Senior Graphic Designer and Production Specialist - Marcom, Barbie **2015-2018**

- Highly skilled and effective lead on all Barbie brand production, asset creation and final release/distribution of the brand's global campaign style guides. Designed numerous assets. Style guides included retail, digital and print advertising, OOH, photography and activations. Oversaw and gave photography retouching direction to our internal photo team. Managed project workflow on all style guides; from 20 pages to 100+ pages.
- Executed other design and production projects including show rooms, lobby displays, NY toy fair and other trade show booths, print advertising, and digital communications (e-blasts, social media and banner ads).
- Successfully collaborated with our print production specialist and trade show services team—coordinating and managing deadlines, releasing accurate print-ready files, and reviewing and approving print-proofs and installed showroom graphics.

Graphic Designer and Production Artist - Marcom, all brands **2009-2015**

- Efficiently multi-tasked on the iconic Barbie, Hot Wheels, Polly Pocket, Monster High and Ever After High brands. Designed and/or supported senior creatives on entire line of global style guides. Design or production on various other marketing initiatives and collateral.
- Pre-press on all Marcom files—ensuring accuracy and consistency.

- Production of large-scale show room, toy fair booth and trade show graphics. Effectively collaborated with Mattel's trade show team, interpreting CAD drawings and building print-ready files.
- Created time-saving Marcom global toolkit template and was a team member in creating the Mattel Asset Exchange system.
- Designed all print materials for the Mattel Employee Association.

Production Artist - Marcom, all brands

2006-2009

- Layout and pre-press production art on corporate communications and the evergreen Barbie, Hot Wheels and Polly Pocket brands.
- Supported and collaborated with the lead designers on trade and consumer ads, live event materials, consumer cross-sells and in-house communications.

FREELANCE

Production Artist

2005-2006

- Successfully garnered clients through referrals.
- Freelanced at Mattel which lead to an on-staff position.
- Honed my design and production skill sets, working through graphic staffing agencies. Clients included advertising agencies, magazines, and in-house agencies.

THE CDM COMPANY, Newport Beach, CA

Production Artist

2001-2005

- Design, layout and production of print materials for Carl's Jr.'s "Cool Kids" meal promotions. Effectively translated licensed brands into engaging assets including meal-bags, toy premium polybags, and POP display.
- Created final print mechanicals for pre-press. Coordinated with print vendors on estimates. Reviewed and approved press proofs. Traveled for press-checks for the meal-bags.
- Created packaging mockups for trade shows.

EDUCATION

BA, Industrial Arts, California State University-Long Beach

PROFICIENT IN

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Acrobat