



ERICK MELÉNDEZ

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EDUCATION

[2009-2011]

Bachelor's Degree in Fine Arts (BFA),
Communication Design
Parsons, The New School | New York, N.Y.

[2007-2009]

Associates Degree (AAS), Graphic Design
Graduated Magna Cum Laude
Altos de Chavón The School of Design.
Affiliated with Parsons The New School For
Design | La Romana, Dominican Republic

EXPERIENCE

[2013-2014]

CREATIVE DIRECTOR | hellosmile

After a couple of years of being away from this company I came back as an art director to refine the already established brand and to re-design some aspects of it, such as: Website, incentive program, service experience, illustrations, Company culture, among other things.

[2014-2014]

FREELANCE GRAPHIC DESIGNER | PENNSYLVANIA DEPARTMENT OF EDUCATION

Creation of a toolkit designed to help librarians use storytelling to more effectively communicate with their community. The toolkit is designed to create opportunities for libraries to enhance their capacity to provide 21st Century resources, services and programs to their communities.

[2012-2013]

PRODUCTION GRAPHIC DESIGNER | HBO

As an In-house production designer, I worked and/or design interior collateral for HBO, Cinemax and sometimes Time Warner Cable. I mainly designed printed and web promotional materials, however, I also got to design for HBO's exclusive shows campaigns, such as Game Of Thrones, Girls, and True Blood.

The range of work at HBO its monumental. I worked from interior collateral to creating TV show focused campaigns for clients like Xbox, AT&T, Time Warner Cable, among many others.

[2013-2013]

FREELANCE GRAPHIC DESIGNER | GET STORIED | www.getstoried.com

Brand Identity refresh. I worked on finessing the logo, color palette, selecting primary and secondary typefaces, creation of new stationary, among other things.

[2012-2012]

FREELANCE PRODUCTION DESIGNER | SYPARTNERS | www.sypartners.com

[2012-2012]

GRAPHIC DESIGN, ILLUSTRATION AND ART DIRECTION | TYTHE design | www.tythe-design.com

Creation of Booklet/infographic for The California State Librarian. In collaboration with Tythe design we conceptualized the project. I created Illustrations, layout and supervised the printing process. (Off-set printing)

[2010-2012]

GRAPHIC DESIGN AND ART DIRECTION | HelloLAB | www.hellolab.org

Creation of Corporate identity: Logo, Letterhead, business cards, Re-design of Medical forms, Promotional designs, Motion graphics, Co-Development of the service design, environmental graphics, Among other things.

[2012-2012]

FREELANCE UI DESIGN | YOUAREHOLLYWOOD

Design props, character illustrations, promotional material for Gaming app called SnackWarz for Iphone.

[2011-2012]

FREELANCE GRAPHIC DESIGN AND ART DIRECTION | RoCaM PRODUCTIONS LLC

Concept and creation of the Corporate Identity and promotional pieces, I art directed the web design.

[2009]

FREELANCE GRAPHIC DESIGN | Embassy of Ecuador | Santo Domingo, D.R.

Conceptualized and developed a catalog for the Embassy of Ecuador in the Dominican Republic.

FREELANCE GRAPHIC DESIGN | Ki-Ra | La Romana, D.R

Collaborated in the creation and development of the Ki-Ra Catalog. A project of villas for a holistic community.

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Adobe After Effects
Autodesk Maya
HTML5/CSS

Silkscreen
Calligraphy
Hand Lettering
Sketching
Drawing
Digital illustration

Proficient in both Mac and Windows operative system.
Fluent with Microsoft Office.
Fluent in Spanish.

HONORS

[2009-2011]

PARSONS, THE NEW SCHOOL

Full-tuition Dean's Scholarship for the 2009-2010 and 2010-2011 Academic Years.

[2009]

BARNA BUSINESS SCHOOL GALLERY | SANTO DOMINGO, D.R

I had the opportunity to participate on Henry Wolf's Exhibition "IN MEMORIAM" with a typographical poster.

[2008]

PARSONS, THE NEW SCHOOL

Scholarship for a Summer Intensive Course in Graphic Design.
