



KEVIN J. MELCHIORRI

DESIGNER

SUMMARY

Experienced hybrid design professional with a demonstrated history of working in the health and fitness industry. Skilled in marketing design, digital design, packaging, typography, design research, UX, 3D modeling, fabrication, prototyping, and Adobe Creative Suite. Able to organize workload, manage priorities, meet deadlines, and work well within a fast-paced, multi-tasking analytical environment. Holds an MFA from the University of Notre Dame complete with teaching experience.

EDUCATION

UNIVERSITY OF NOTRE DAME 2014

MFA Industrial Design

OTIS COLLEGE OF ART + DESIGN 2010

BFA Industrial Design

EXPERIENCE

ONNIT 2015–present

Senior Designer

Defined and designed the visual design language for the entire rebranded Onnit supplement line. Worked collaboratively with the CEO, marketing managers, developers, and the compliance team to effectively deliver internal and external visual design solutions across multiple forms of media including web, social, mobile, print, fabrication, and environmental. Contributed to brand direction and strategy meetings for consumer-facing products and marketing campaigns.

D:E CREATIVE 2015

Industrial + Graphic Designer

Produced creative deliverables for D:E Creative's client roster across an array of media including digital, print, web, and fabrication. Created multiple conceptual and design solutions for all projects. Participated in planning and strategy sessions with clients.

UNIVERSITY OF NOTRE DAME 2011–2014

Design Instructor

Instructor of Record for Digital 3D and Rapid Prototyping. Expanded the design skillset of the undergraduate industrial designer by leading extensive demos on Rhinoceros modeling software, rapid ideation, project presentation, and various prototyping techniques including CNC, laser, 3D printing, moldmaking, sewing, painting, and finishing methods. Included course and curriculum development. Also assisted with Visual Dialogue and introduced students to the basics of industrial design.

NEW BALANCE 2011

Footwear Design Intern

Supported the Walking & Wellness Team for two internships. Designed prototype shoe concepts, conducted consumer trend research, and developed production shoe models with engineers.