

Melinda Hileman

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PROFILE

I have a zeal for combining my graphic design, Web design, public relations and desktop publishing skills to help clients create a cohesive end-product.

EXPERIENCE

Owner, Hileman Design (Part of Hileman Holdings, LLC), Menomonee Falls, WI **May 2008 - Present**

Work and collaborate with clients to meet their graphic, Web design and communication needs in a timely manner. Create graphics, produce HTML and Wordpress Web sites, write and edit Web content, develop print marketing materials, assist with marketing plans and assist with event planning. Clients include Bytes and Sites LLC, the American Marketing Association at UWM, Convenient Tax Service, Believe • Create • Become™ – Women's Revolution, Brookfield Presbyterian Church and IMED Mobility.

Graphic Designer II, MPI Coin, Grafton, WI **August 2007 - May 2008**

Generated and executed design concepts that presented information in a visually appealing manner. Developed and implemented designs, layouts and graphics for ads, catalogs, mailers, marketing collateral and packaging. Assisted in the creation, maintenance and proofing of communications that effectively described and promoted the organization and its products including, but not limited to, graphics, brochures, Web sites, e-mail and fax blasts, syndicated feeds, company and product fact sheets, logos and other promotional products. Advised and consulted with outside clients on Web projects from conception to completion through MPI FASTT.

Communications Coordinator – Special Projects, Kohl's Department Stores, Menomonee Falls, WI **October 2006 - July 2007**

Was responsible for the creation and management of internal company publications and projects including the two largest store directives and a quarterly newsletter. Responsibility reached from concept to completion, including content coordination among multiple departments, writing, editing, design, layout, pre-press and distribution. Utilized graphic design and desktop publishing to complete projects within budget and on time. Collaborated with corporate partners to create logos and publications such as brochures, directives and seasonal meeting collateral that introduced and reinforced company objectives. Suggested and implemented design elements to enhance the readability and functionality of content and projects, as well as increasing the ease of making future edits and changes.

Visual Implementation Support Consultant, Kohl's Department Stores, Menomonee Falls, WI **June 2006 - October 2006**

Created a visual manual that was sent to 70+ Kohl's stores in October to provide new store set-up information. Project included compiling department layout information, graphic guidelines, purchasing information and store-specific visual plans. Created and updated images and photos for floor plans and installation instructions, using Photoshop. Assisted multiple departments with graphic, layout and presentation needs through the use of graphic design and desktop publishing tools.

EDUCATION

University of Wisconsin – Milwaukee

Bachelor of Arts degree with a major in Journalism and Mass Communications, a sub-major in public relations and an emphasis in English. GPA 3.4. Graduated December 2005.

Internships with the Wisconsin Special Interest Research Group (WISPIRG) and the Wisconsin Urban and Rural Transit Association (WURTA) through the Milwaukee County Transit System (MCTS).

SKILLS

Operating Systems: Windows 95-XP, Mac OSX

Desktop Publishing: Microsoft Word, PowerPoint, FrontPage, Publisher

Graphics: Adobe (versions 7-CS4) Photoshop, InDesign, Illustrator, Acrobat; QuarkXPress

Web Tools: HTML, Macromedia Dreamweaver, Wordpress

Web Accessibility: CSS, W3C, Section 508

Miscellaneous: Microsoft Excel, Outlook, Outlook Express and Visio; Lotus Notes

References and portfolio available upon request