



# MELINDA SELF

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**55 Faircrest Road**  
**Asheville, NC 28804**

I am an art director living in Asheville, North Carolina. I specialize in print and digital design, editorial design, logo and brand development.

## EDUCATION

**University of South Carolina**  
**Bachelor of Fine Arts - Graphic Design**  
1999 - 2004

**Midlands Technical College**  
**Continuing Education**  
**Web Design**  
2006 - 2008

**5W Academy Workshop**  
**Information Graphics and Data**  
**Visualization - NYC**  
December 2018

## EXPERTISE

Photoshop	<div style="display: inline-block; width: 100%; height: 10px; background-color: #808000; border: 1px solid #ccc;"></div>
InDesign	<div style="display: inline-block; width: 100%; height: 10px; background-color: #808000; border: 1px solid #ccc;"></div>
Illustrator	<div style="display: inline-block; width: 100%; height: 10px; background-color: #808000; border: 1px solid #ccc;"></div>
After Effects	<div style="display: inline-block; width: 100%; height: 10px; background-color: #808000; border: 1px solid #ccc;"></div>
WordPress	<div style="display: inline-block; width: 100%; height: 10px; background-color: #808000; border: 1px solid #ccc;"></div>

## EXPERIENCE

**Self Employed**  
**Asheville, NC 28804**

**Freelance Graphic Designer**  
working with clients to design materials for print, social media and email marketing  
**March 2023 - Present**

**G&T Communications**  
**Public Relations and Adverting Firm**  
**Asheville, NC 28803**

**Art Director**  
working with a team to produce creative concepts for print and online marketing, supervisor to digital services specialist  
**November 2014 - March 2023**

**Richland County, South Carolina**  
**Public Information Office**  
**Columbia, SC 29204**

**Public Information Officer**  
logos, brochures, invitations, flyers, posters, press releases, media requests, council requests, event planning, television and radio presentations, public relations  
**January 2011 - November 2014**

**Marketing Performance**  
**Advertising Agency**  
**Columbia, SC 29201**

**Art Director**  
designing and producing creative concepts for print and online marketing  
**August 2007 - January 2011**

**Free Times**  
**A Post and Courier Company**  
**Columbia, SC 29201**

**Freelance Art Director**  
producing weekly paper while art director was on leave, weekly website updates of articles, events and photos  
**December 2009 - February 2010**

**The State Media Company**  
**Columbia, SC 29201**

**Special Sections Art Director**  
page layout and design of special sections, designing and producing promotional materials, print and online ad design  
**June 2004 - August 2007**