

Melody Hirsch

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Skills

Branding
Art Direction
Strategy
Narrative
Packaging
Layout
Illustration
Web Design
Basic UX/UI

Tools

Illustrator
InDesign
Photoshop
After Effects
Dimension
Procreate
XD
CSS

Education

Seattle Central Creative Academy Class of 2017

AAS Graphic Design (123 credits)
Dean's List
President's List

New York Fashion Academy Class of 2014

Certificate in Fashion Design,
Construction and Business

Exhibitions

Discover + Disrupt

Center for Architecture and Design
exhibition for Electric Coffin, 2019

Seattle Art Museum

Community Night Out, Future Beauty
Fashion Show, 2013

PATH

Female Condom Fashion Show, 2012



Contact for References or to learn
about the time I was chased by a gang
of baboons.

Client Work

Origin Story – Brand Launch – 2021

Created logo and website for a new podcast exploring the creative journey.

Wheat Fleet – Brand Launch – 2020

Created logo and small set of assets for a bakery pop-up.

Queen Anne Real Estate – Brand Refresh – 2020

Brought a neighborhood agency into the modern era with a refreshed logo, web design and set of assets.

Coal Headwear x Miir – Graphics – 2019

Developed a series of products, including hats and patches.

DataCloud – Brand Refresh – 2019

Defined a clean and straight to the point supportive brand to fit this global tech company's existing logo.

Wild State Cider – Brand Launch – 2018

Developed brand, logo, cans and other assets for a new cidery in Duluth.

K-Fly – Brand Launch – 2016

Developed brand, assets and e-commerce site for a womens wear collection.
Coordinated and directed two fashion shoots.

In-House Work

Graphic Designer – Ludlow Kingsley March 2021 – June 2021

Executed a variety of work for B2C companies in a fast paced agency.
Highlights include branding, web design, information architecture and presentation layouts.

Designer – House of Sorcery x Electric Coffin Nov 2018 – March 2021

Web design, brand work, pitches, client projects, illustration, layout, exhibit design, architectural drawings, social media management, and projects so crazy they can't be described with words alone. Worked as the sole graphic designer on the team, with clients ranging from small business to big tech:

Apple	Google	Dell
Amazon	T-Mobile	Town Hall Seattle

Graphic Designer – True Brands July 2017 – Nov 2018

Product, packaging and brand design across multiple hard goods and consumable lines. Led initial brand strategy and crafted visual identity for new proprietary coffee brand. Researched and worked within FDA guidelines to prepare new consumable labels for 2018 national distribution. Designed and produced wholesale catalog, including photo art direction.

Production Manager – Hardmill Oct 2014 – Sept 2015

Worked with the creative and manufacturing teams to maintain inventory and production schedules for multiple clients in a fast paced leather goods manufacturing environment.

Instructor – New York Fashion Academy Aug 2013 – Sept 2015

Instructed students in creating flat sketches and lookbooks.

Tailoring Assistant – Erin Roby April 2013 – Jan 2014

Assisted in design and production for bespoke tailor.