

JAKE MELHAM

BRAND/GRAPHIC DESIGN

ORANGE COUNTY,
CALIFORNIA

CONTACT

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EDUCATION

Art Institute of Orange County

Bachelor of Science

2008

CAPABILITIES / SKILLS

SKILLS

Time Management

Problem Solving

Deadline-driven

Adaptable

Solutions-oriented

Team Player

TOOLS

Adobe Creative Suite -



Microsoft Office

Typography

Illustration

Color Theory

Page Layout

Photography / Retouch / Manipulation

DELIVERABLES

Print Pre-press / Production

Retail Marketing

Trade Show Design

Large Format Design / Printing

Web Banners

Online Marketing

HOBBIES & INTERESTS



Music



Camp



Hike



Photo



Hockey

PROFILE

A highly motivated brand and graphic designer specializing in retail marketing, production and graphic design with a strong emphasis on brand development. With several years of professional industry experience in fields including brand marketing, production/pre-press, retail space, events, trade shows, print ads, posters, illustration, photo and much more. A deadline driven driver used to fast paced environments who is good under pressure and prepared to pivot at anytime. Excels working in a team environment while exploring and creating new design concepts to help push brands to further success.

EXPERIENCE

BOARDRIDERS

2021- 2022

- Work with several brands fulfilling retail/marketing graphic needs
- Produce high-quality press ready files
- Communicate clearly and openly with creative team and vendors
- Meet design principles and practices between multiple in-house Boardriders brands
- Coordinate between managers, art directors, design teams, printers to keep deadlines and install dates consistently on time
- Keep up-to-date and organized file management workflows

VANS

2018-2020

- Collaborated with producers, art directors and creative team to maintain an impactful and consistent global brand vision
- Drove graphics projects for Vans stores and licensed retailers
- Designed event fliers, web marketing materials, posters, window graphics, in-store marketing pieces
- Prepared files for print with detailed printing/installing instructions
- Maintained proper organization of server file naming conventions

VOLCOM

2010 - 2018

- Produced and designed all retail marketing pieces including window displays, lightbox sections, billboards, typographic signs, POP
- Designed art for action sports events, trade shows, concerts, sales meetings, brand presentations, movie premiers and other events

FREELANCE

2008-Present

Clients: 686 Clothing, Asics, Binske, Cleveland Golf, DNB Commercial, Fox Racing, Foxtales, HEILBrice Advertising, KHRaces, Newport Conservancy, OCC, Prana, Project U, Style Craft Communications, RVCA, Sweet Relief Musicians Fund, Swix and more...