

# Melissa Tatge

CREATIVE DIRECTOR / DESIGN DIRECTOR / DESIGNER

## SUMMARY

Creative Director with 20 years professional experience in design and integrated brand development. Excels in executing projects from concept through production, inspiring creative work within teams, and maintaining positive relationships with clients and colleagues. Strengths are rooted in critical thinking, creative problem-solving, and aesthetic integrity. Fine-tuned contextual research skills and problem analysis, with rapid iteration into tangible solutions. Well-organized and process-focused.

## PROFESSIONAL STRENGTHS

- Project management and team leadership
- Client management and business development
- Creative thinking and concept development
- Art direction, brand creative, and design

## HARD SKILLS

- Typography, color, layout, iconography, image research
- Business writing, copyediting, and proofing
- Brainstorm and workshop facilitation
- File management and tracking
- Web: HTML, CSS, Wordpress, social media
- Software: Adobe Creative Suite, MS Office, etc.

## EMPLOYMENT HISTORY

SEPTEMBER 2004–PRESENT

**Melissa Tatge Creative** Beacon, NY

*Creative Director, Designer, Principal*

Help business and non-profit leaders achieve their vision by developing dynamic brands and engaging communications. Manage teams to conceptualize brands, design identity systems, develop new products, and create print and web marketing collateral. Responsible for all aspects of running a small business, including new business development, marketing and outreach, internal organization and processes, and client relations. Provide innovative branding, creative communications solutions, and high-end design to clients across industries.

JANUARY 2014–PRESENT

**The Dog Studio** North Adams, MA

*Design Director, Partner*

Lead the creative development of a new line of consumer products. Brand management and marketing campaigns.

DECEMBER 2001–AUGUST 2004

**Ecotrust** Portland, OR

*Communications Designer, Creative Director*

Responsible for conceptualizing, designing and producing visual communications. Projects included brand development, educational campaigns, presentation design, web design and production, marketing and promotional collateral, posters and signage, advertising, fundraising proposals and publications. Consulted for partner organizations.

## ADDRESS

8 Fowler Street, Beacon, NY 12508

## MOBILE

(917) 407-9244

## EMAIL

[melissa@tatge.biz](mailto:melissa@tatge.biz)

## WEBSITE & PORTFOLIO

[www.tatge.biz](http://www.tatge.biz)

## SOCIAL MEDIA

Twitter: [MelissaTatge](#)

LinkedIn: [MelissaTatgeCreative](#)

Facebook: [MelissaTatgeCreative](#)

## PUBLICATIONS

DECEMBER 2012–PRESENT

### DESIGN@WORK Blog

*Connecting the dots between business and design.*

[www.tatge.biz/designnetwork](http://www.tatge.biz/designnetwork)

## PROFESSIONAL AFFILIATIONS

AIGA

## PRO-BONO & VOLUNTEER

2011–2014

### Ski to Defeat ALS

Hood River, OR

*Event Design & Branding*

2009–2014

### Windows on Main Street

Beacon, NY

Project Manager, Event Design & Branding, PR, Promotion, Web Manager

2005–2008

### Cowgirl Ball

Portland, OR

Event Design & Branding, Web Manager

2002–2004

### Forward Stride

Newburgh, OR

*Volunteer*

## OTHER ACTIVITIES

2008–PRESENT

Yoga Teacher, RYT500

Yoga Alliance Certification

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DECEMBER 1998–DECEMBER 2001

**Freelance Designer** Savannah, GA & Portland, OR

Designed marketing collateral for real estate clients and non-profit organizations. Clients included Designation, Vawter & Floyd Advertising (Savannah, GA), Kids & Technology (Hood River, OR), and AcheiveOne (Portland, OR).

APRIL 1999–MAY 2000

**Frances Meyer, Inc.** Savannah, GA

*Digital Designer*

Designed stationery paper products, conceptualized and developed new retail products. Duties included illustration, graphic design, and digital pre-press. Product development included market segment research and trend analysis. Merchandising/POP and packaging design.

APRIL 1995–NOVEMBER 1998

**Stan Adler Associates** New York, NY

*Production Designer*

Produced corporate brochures and annual reports, from design through typesetting, creating charts and implementing design modifications, to pre-press. Design, typesetting, layout, and pre-press of print collateral, ads, signage, and packaging for various financial services and real estate clients.

SEPTEMBER 1994–APRIL 1995

**Online Design** Harrison, NY

*Account Manager & Designer*

Responsible for managing accounts, provided technical support and production of client's promotional program for 20 sales reps. Designed marketing collateral and promotional material. Additional duties included scanning, imaging, and print pre-press.

AUGUST 1992–SEPTEMBER 1994

**Greenmarket** New York, NY

*Assistant Research Analyst*

Duties included administrative tasks, consumer relations, coordination of mass mailings and database maintenance, in-house technical support, layout of customer communications. Major projects included a comprehensive "Farmer Profile," which was sold to market consumers, and the coordination of the "Greenmarket Wholesale Directory" bulletin. Supervised research, content, layout, and production for both projects.

## EDUCATION

**Portland Community College** Portland, OR,  
Creative Writing CE Coursework 2004

**Pacific Northwest College of Art** Portland, OR  
Web Programming CE Coursework 2001

**Savannah College of Art & Design** Savannah, GA  
Product Design Graduate Degree Program 1999–2000

**The New School / Parson's School of Design** New York  
2D & 3D Design CE Coursework 1997/1998

**School of Visual Arts** New York, NY  
Graphic & Interior Design CE Coursework 1994/1997

**The Cooper Union** New York, NY  
Architecture & Drafting CE Coursework 1997–1998

**New York University** New York, NY  
BA, Politics 1992

## PROFESSIONAL REFERENCES

**Charlene Bradin** (current client)  
Director, Birchwood Center • (845) 216-3778  
charlene@birchwoodcenter.com

**Eileen Brady** (former supervisor)  
Vice President, Ecotrust • (503) 869-6269  
eileen@journey21.com

**Robin Brown** (current client)  
RHB Marketing • (917) 584-7774  
robinhbrown7@gmail.com

**Jill Kaplan** (former supervisor)  
Account Manager, Stan Adler Associates • (917) 690-6384  
jkaplan66@nyc.rr.com

**Keith Peters** (former client)  
Executive Director, Council for Responsible Sport  
(307) 690-6803 • keith@councilforresponsiblesport.org

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