

**melanie
palapuz**

**designer
& creative
collaborator**

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experience

Freelance Designer

Vancouver, Montreal, Toronto
January 2010 - Present

Assisting clients involved in the arts, music, and tech industries with digital branding and strategy for the web and social media.

Social Media Designer

District 3 Innovation Center
Montreal, Canada
January 2016 - August 2016

Working within the Communications team at the startup accelerator District 3, I designed, implemented, and streamlined our online branding across all social media channels and devices as well as helped concretize ideas into meaningful promotion campaigns.

Marketing Intern

NEON Events - Montreal, Canada
September 2015 - December 2015

During my time at NEON, the largest EDM and Hip Hop event promoter in Montreal, I helped design and strategize online advertising material for artists such as Yung Lean, Chrome Sparks, French Kiwi Juice, and Neon Indian. I also helped re-brand and re-purpose their social media channels to reflect the visions of sponsored artists and to create engagement with online subscribers.

UX/UI Design Intern

Kreate - Montreal, Canada
May 2014 - December 2014

At Kreate, a mobile productivity startup, I branded and created User Interfaces to produce a brighter and more enjoyable digital experience for McGill University students.

education

User Experience Design, '17

HackerYou College of Technology
Toronto, Canada

**Bachelor of Fine Arts (BFA)
in Design, '16**

Concordia University
Montreal, Canada

skills and
programs

Branding & Identity
Design Research
Visual Design
UX/UI Design
Web Development (HTML,
CSS, Javascript)
Content Creation
Content Management
Social Media
Video Editing
Podcasting
Marketing

Sketch
InVision
Adobe CC Illustrator
Adobe CC Photoshop
Adobe CC InDesign
Adobe CC Premiere Pro
Keynote
Microsoft Excel
Microsoft PowerPoint
Microsoft Word
+ more

