melissa sohmer
graphic design

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EDUCATION

West Chester University of Pennsylvania
BFA in Graphic Design
Minor in Web Technology | May 2014

EXPERIENCE

Proscape Technologies | *Horsham, PA*
Graphic Design Intern, October 2014-Present
Redesign social media branding, assist in the design and
creation of mobile marketing apps, establish a new set of icons
for online use.

CH@T Vodka, LLC™ | *Holland, PA*
CEO, 2011-Present
Develop brand from concept to product launch.
Manage all advertising and marketing by utilizing social
media sites. Photograph, design and prepare all web and
print advertisements. Networking and building relationships
with potential customers and retailers. Sales and product
placement. Wholesale and retail sales. Conduct in-store
tastings to enhance product awareness.

FREELANCE EXPERIENCE

Timmons & Company | *Jamison, PA*
June 2014-Present
Responsible for multiple projects including; photo retouching,
icon illustration, flyers, email blasts, packaging and invitation design.

The Pugh Crew | *Holland, PA*
June 2014-September 2014
Design a new logo for NY Giants player, Justin Pugh. The new
logo will be used on merchandise such as shirts and magnets.

Paw Wash | *Taylor, PA*
April 2014-August 2014
Create a new logo, business card design and website to
establish an online presence, increase customer awareness
and boost business.

Schanz Property Preservation, LLC. & Schanz Construction, LLC. | *Warminster, PA*
February 2014-July 2014
Develop and design two new logos and business cards to
commemorate, function on apparel and appeal to large investors.

AWARDS & EXHIBITIONS

PA State University System Student Art Exhibition | *Dixon Center, 2014*
First Place Work of Art | *West Chester University* BFA Exhibition, *2013*
WCU BFA Exhibition | *West Chester University of Pennsylvania, 2013*
20-20 Visions: Cultural Poster Exchange | *Guizhou University China, 2013*

RELATED COURSEWORK

Typography I & II
Interaction Design I, II & III
Packaging Design
Publication Design
Advertising Design
Visual Branding
Web Design

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
BBEdit
Microsoft Office
Mac & PC Platforms
Illustration
Digital Photography
Working Knowledge:
HTML/CSS
Adobe Flash
Dreamweaver