

## Melanie N. Layer-Gaskell

Senior Designer & Creative Director

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With 13 years of experience as a Senior Graphic Designer, I bring a wealth of expertise in strategic branding, art direction, and creating web-ready digital content. Throughout my career, I have had the privilege of serving a wide range of clients, spanning from large national corporations to budding start-ups. This diverse portfolio has honed my ability to adapt to varying client needs and deliver exceptional design solutions tailored to their unique requirements. My passion for design, coupled with my strategic mindset, enables me to develop compelling visual identities and guide projects from concept to completion. I thrive in collaborative environments, leveraging my strong communication skills to effectively collaborate with cross-functional teams and exceed client expectations.

### Education

Maryville University, Saint Louis  
Bachelor of Fine Arts (BFA) in  
Graphic Design

### Software

Indesign Figma  
Photoshop Sketch  
Illustrator

### Skills

Prototyping +UX/UI Design Identity Systems  
Experiential Design Editorial & Layout  
Creative Direction

### Experience

April 2015 - Present  
Owner

#### Melanie Layer Creative, LLC Branding & Design Studio

As the founder and creative force behind Melanie Layer Creative, an independent design studio, my expertise lies in crafting impactful brand identities for small businesses and delivering visually captivating experiences across diverse platforms, such as websites, print materials, and digital platforms. Through my dedicated efforts, I have fostered strong client relationships based on trust, consistently surpassing their expectations. I take pride in successfully elevating their brand identities and creating visually stunning experiences that leave a lasting impact on their target audiences.

April 2010 - Present  
UI Design  
Graphic Design

#### KAOH Media Public Relations and Communications

In close collaboration with the creative director and account managers, I actively contributed to a variety of design projects, including the creation of flyers, booklets, presentations, and direct mail pieces. Additionally, I took on a leadership role in directing the creative vision and design aspects of the client's primary website. I played a vital role in delivering impactful and visually compelling materials that contributed to the success of our clients' marketing initiatives.

January 2021 - 2023  
UI Design  
Graphic Design

#### EDGE Media Productions Inc Digital Media

As the leader of creative initiatives for the company's primary website, I spearheaded the strategic direction and execution of all design-related activities. This involved collaborating with national brands to develop impactful digital marketing campaigns. Through my leadership and collaborative approach, I played a pivotal role in enhancing the company's online presence and fostering successful partnerships with national brands.

May 2012 - April 2015  
Art Director

#### Rio Creative Marketing, Branding & Design Agency

As part of my position at Rio Creative, I assumed responsibility for overseeing the comprehensive visual components of advertising and media campaigns. My primary focus revolved around Anheuser-Busch point-of-sale items, beverage package design, and web design. My key objective was to effectively communicate the desired message and image of clients to target consumers.

December 2017 -Feb 2019  
Experiential Design

#### Mallinckrodt Pharmaceutical company

Worked closely with a dynamic design team to ideate, create, and deliver visually striking graphics for an innovative workspace project at Mallinckrodt Pharmaceuticals. This multifaceted endeavor encompassed the development of large-scale graphics, meticulous lighting design, cutting-edge digital signage, and effective way-finding solutions. It entailed fostering strong partnerships with various stakeholders, including interior designers, architects, project managers, and fabricators, to ensure seamless collaboration throughout the project lifecycle.

### References

Darin Slyman | DSlyman@Pridelabs.com  
VP of Marketing at Edge Media Network

Allan Hug | 312.316.2999  
Co-Founder at KAOH Media