

# Melinda Sekela

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## EDUCATION

### **University of Cincinnati Cincinnati, Ohio**

College of Design, Architecture, Art, and Planning  
Bachelor of Science in Design, Class of 2015  
Minor in Art History, Class of 2015  
3.75 GPA, Dean's List

### **School of Visual Arts New York, New York**

Master's Program in Design Research, Writing, and Criticism  
Summer Resident 2015

## YOUTUBE CHANNEL

### **[youtube.com/unboxingbetty](https://www.youtube.com/unboxingbetty)**

Started in 2021 on the 100<sup>th</sup> anniversary of Betty Crocker, my Youtube channel, *Unboxing Betty*, explores the history of Betty Crocker and impact of food brands on American culture, while cooking my way through Betty Crocker's 1971 recipe card library.

## PRESS AND HONORS

### **Selected Press**

The Drum, Ad Age, Creative Boom, Graphic Design USA, Design Week, Design Bote

### **Select Awards**

CASE, Graphic Design USA, Graphis, HOW International, UCDA

## SPECIAL SKILLS

Experience as script supervisor and producer in video production, Extensive knowledge of Adobe Creative Suite including After Effects and Premiere, Knowledge of both film and digital photography, Expertise in offset and digital print production

*References are available upon request.*

## PROFESSIONAL EXPERIENCE

### **Situation Group**

Digital Marketing Agency  
New York, New York

### **Associate Creative Director, February 2023 – Present**

### **Design Supervisor, Art Director, September 2021 – January 2023**

Currently an Associate Creative Director managing a robust creative team, developing policies and processes for efficient workflow, and art directing video and digital marketing projects for various non-profit, higher education, and arts and entertainment clients.

### **C&G Partners**

Multi-Specialty Design Studio  
New York, New York

### **Design Director, March 2021 – September 2021**

### **Senior Designer and Producer, June 2019 – February 2021**

### **Designer, June 2015 – May 2019**

### **Design Intern, January 2014 – May 2015**

Design Director leading teams on brand identity, print design, video production, and exhibits and environments projects. Specialization in content development and management, correspondence with clients, scheduling, proposal development, as well as managing efforts amongst the staff, and supporting the entire studio as a print production specialist.

### **Rockwell Group**

Cross Disciplinary Architecture and Design Firm  
New York, New York

### **Junior Designer, May–August 2013**

Junior Designer with the Graphics Department designing various printed collateral, complex architectural presentations and information design. Member of the writing strategy team for Rockwell Group's monograph, *What If...? The Architecture and Design of David Rockwell*.

### **Christie's Auction House**

Art Auction House and Gallery  
New York, New York

### **Junior Designer, June 2012–December 2012**

Junior Designer in the Creative Services department designing advertisements, mailing pieces, invitations, sales catalogs and exhibition materials. Responsibilities include knowledge of print techniques and printing materials and working alongside art specialists to produce auction materials.