Melissa Meldrum

Art Director & Brand Designer

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Salt Lake City, Utah

Art director and brand designer with 10+ years of experience building brand systems, campaigns, and digital marketing for consumer, ecommerce, and financial brands. I lead work from concept to production across identity, email and CRM, social, web, and packaging, and I've directed both creative teams and a full marketing function. Hands-on in Figma and the Adobe Creative Suite, with a strong point of view on design and culture.

Skills + Tools

Multidisciplinary Design, Brand Identity & Systems, Brand Design, Brand Guidelines, Art Direction, Creative Direction, Creative Leadership, Campaign Concepting, Campaign & Launch Design, Packaging Design, Digital Design, Email Design, CRM Design, Web Design, Ecommerce Design, Paid Media Creative, Social Media Content, Social Storytelling, Platform-Native Creative, Motion Graphics, Animation, Video Editing, Video Production, Photography, Photoshoot Direction, Typography, Visual Hierarchy, Composition, Color Theory, Design Fundamentals, Project Management, Collaborative Workflow, Cross-Functional Collaboration, Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe After Effects, Canva, CapCut, Framer, Klaviyo, Shopify, Airtable, Notion, ChatGPT, Microsoft Office, Google Workspace

Experience

JUL 2020 - PRESENT

Freelance Art Director & Brand Designer

- Design brand systems, campaigns, and email creative for TaskRabbit, Mushie, and STATE Bags.
- Formalized Salée Hair's brand system, with guidelines, packaging, and multi-channel launch assets.
- Lead CRM, email, and campaign design for TaskRabbit across recurring promotions and launches.
- Created a custom illustrated social education series for Frenchie Wellness Club's community.
- Manage multiple clients and deadlines, delivering production-ready files from concept to launch.

MAR 2025 - JAN 2026

SVP, Marketing | Onset Financial

- Directed the marketing and creative function across web, print, events, and communications.
- Set brand standards and translated business goals into cohesive, on-brand campaigns.
- Led creative direction and the visual system for a large-scale acquisition announcement event.
- Managed creative priorities, approvals, and cross-team collaboration in a fast-moving company.

AUG 2020 - MAR 2025

Art Director | KNS International

- Led visual design and brand storytelling for Journee across digital, email, and social channels.
- Concepted and executed campaigns and launches, including Wedding Edit and Supernaturals.
- Produced social-first content, motion graphics, and video for Instagram, TikTok, and email.
- Created the internal Mission, Vision & Values rollout with experiential, on-brand materials.
- Partnered with marketing, growth, and ecommerce teams, iterating creative on performance data.

OCT 2018 - MAR 2020

Assistant Creative Director | Rachel Parcell

- Developed campaign concepts and art direction for a women's fashion brand across web and email.
- Maintained brand voice and visual consistency across digital, email, and social design.
- Partnered with leadership to shape creative direction and elevate brand presence.