

MELISSA ENRIQUEZ

ART | GRAPHICS | DESIGN



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EDUCATION

San Diego State University [2002 - 2006]

-Bachelor's Degree in Art with an emphasis on Graphic Design

PERSONAL PROJECT

SUMMER POR VIDA
summerporvida.com

[February 2016 - present]

- Designed original artwork for own brand
- Developed products with both domestic and overseas vendors to produce enamel pins, patches, stickers and postcards
- Launched online shop exclusively selling own product
- Partake in pop up shop events in LA, NYC and Vancouver
- Expanding brand experience by collaborating with other brands and artists

INTERNSHIP

TUMYETO

Toy Machine Skateboards

[April 2006 - September 2006]

San Diego, CA USA

- Assisted with the production of bi-yearly catalog
- Created page layouts, photographed product and color corrected images
- Gained mastery in creating technical packages for vendors

WORK EXPERIENCE

LULULEMON ATHLETICA [September 2018 - September 2019]
Vancouver, BC Canada

lululemon | *Concept Designer*

- Oversaw all pillars of concept design including colour strategy, trend forecasting, print and graphics direction, creation of raw materials and artwork for knitted tops
- Collaborated with cross-functional partners in design, merchandising and product development to offer new and innovative techniques
- Created compelling and relevant artwork for textile prints and graphics placements
- Attended design rallies at lululemon stores to connect with the community and gain feedback on product from the guest

HADDAD BRANDS [July 2017 - September 2018]
New York, NY USA

Levi's Girl | *Sr. Graphic Artist - Kid's Apparel*

- Managed all aspects of art within each seasonal collection- meeting style plans, sales needs and emerging trends
- developed original artwork while maintaining direct communication with licensor to ensure graphics are meeting criteria
- Provide constructive and understandable comments to the product assurance team as it relates to all strike-off and art approvals

NIKE [February 2014 - February 2016]
Costa Mesa, CA USA

Hurley International | *Sr. Graphic Artist & Tops Designer - Women's Apparel*

- Responsible for curating women's graphics used in knit tops, accessories, swimwear and seasonal prints
- Researched the current market for trends, techniques and fabrics
- Provided creative direction and inspiration for in-house and freelance graphics artists
- Worked closely with merchandising, sales and product development to design a high quality, innovative apparel line while staying true to the brand's ethos

UNGER FABRIK [April 2012 - September 2013]
Los Angeles, CA USA

Weavers | *Sr. Graphic Artist & Tops Designer - Juniors' Apparel*

- Supervised artwork needed from direct reports and freelancers
- Created apparel graphics to present to buyers from top retailers including Macy's, Wet Seal, Tilly's and PacSun
- Shopped juniors market for research and development of trends
- Designed knit tops from initial sketches to production fittings

JAYA APPAREL GROUP [May 2010 - June 2011]
Los Angeles, CA USA

Patterson J. Kincaid | *Graphic & Textile Artist - Women's Contemporary*

- Developed original graphics for Patterson J. Kincaid, Elizabeth and James, Steve Madden and Disney
- Supplied designers with original textile designs
- Responsible for creating computer aided sketches for all garments

LA JOLLA GROUP [February 2007 - August 2009]
Irvine, CA USA

Rusty North America | *Graphic Artist - Women's Apparel*

- Designed t-shirt graphics for women's collection
- Maintained daily communication with vendors to ensure quality product
- Directed photoshoots for proper look and feel of each season

Lost Enterprises | *Graphic Artist - Juniors' Apparel*

- Created graphic artwork seasonally for juniors' apparel line
- Developed technical packages for vendors