

Melayna Elliott

Graphic Designer & Illustrator

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Summary

Creative and detail-oriented graphic designer with a passion for crafting impactful brand identities and visual stories. Skilled in Adobe Creative Suite, illustration, typography, and layout design, with a keen eye for balance and cohesion. Dedicated to turning ideas into compelling designs that connect with audiences and elevate brands.

Experience

Brand Designer / Palms Massage Studio

April 2025 - Present / St. Joseph, MI

- Created a brand identity complete with typographic systems, color palette, and clear brand guidelines.
- Sketched logo design by hand and rendered design into Adobe Illustrator.
- Created promotional content on Instagram Reels, Facebook, and TikTok resulting in a 30% lift in social media engagement.

Graphic Design Intern / Michigan Center for Rural Health

Sept 2024 – Dec 2024 / East Lansing, MI

- Designed complete identity rebrand with new typographic systems, color palette, logo, and a collection of custom graphics.
- Improved design consistency across platforms, reducing revision rounds by 40% and accelerating delivery timelines.
- Delivered a company wide presentation on new brand identity and gave an education seminar on brand guidelines and design systems.
- Designed presentation templates and a weekly newsletter template that improved brand design consistency and increased company engagement.

Social Media Intern / South-West Michigan Broadcasting Co.

May 2019 – Aug 2019 / Benton Harbor, MI

- Posted promotional content using Instagram, Facebook, and SnapChat that improved online engagement by %15.
- Created merchandise and poster designs for two local music festivals.
- Promoted local events on the air for Rock 107.1, 98.9 The Coast, and 97.5 Y Country which resulted in an increase of in-person ticket sales by 10%.

Education

Michigan State University

East Lansing, MI

Bachelor of Fine Arts

Graphic Design & Business

2024

Lake Michigan College

Benton Harbor, MI

Associates of Arts

Early College Program

2021

Capabilities

Design:

Brand Identity

Grid and Layout

Motion Graphics

Illustration

Print Design

Typography

Photography

Painting

Tools:

Adobe Creative Suite

Microsoft Office

Figma

Canva

Soft Skills:

Creativity & Innovation

Adaptability

Interpersonal Skills

Collaboration