

# Melton Cartes

Art Director • Graphic Designer • Copywriter

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## objective ~

A retail position where I can apply my twenty years of experience working in the corporate environment to providing extraordinary customer service.

## work experience ~

### **ABDF.org**

**2008 - present**

**Director of Development:** As a member of the board of directors, manage the development and production of the ABDF.org website, as well as all of its development materials.

### **Heliographica Press**

**2004 - 2006**

**Head of Production & Design:** Managed all design and production of books and marketing materials for Heliographica Press, an independent publisher.

### **Variocity**

**2001 - 2003**

**Creative Director** — Developed a variety of marketing projects including internet marketing and numerous direct-response TV commercials.

**Clients:** Z-Tel Phone Cards, Investor's Helper, E-Finance, and others.

### **Seismicom**

**2000-2001**

**Creative Director/Integrated Art**— Founding partner, managed every project, including print, direct response, online promotions, interactive media and broadcast. Developed strategies, key messaging, concepts and execution for account-specific promotional programs, introductory campaigns and product roll-outs as well as various partner-marketing campaigns.

**Clients:** iProperty, the Microsoft UltimateTV launch, Sonicare, AvantGo, AOL, Netscape, Dole Fresh Vegetables and VISA.

## education ~

### **Academy of Art College**

Full tuition summer scholarship

### **Al Hayes Advertising Agency Art Direction Class**

Portfolio preparation class for art directors and copywriters

### **NYU School of Continuing Education**

Summer Film Intensive Hands-on, 6-week course on all aspects of filmmaking

### **The Art Institute of California - San Francisco**

B.S. Candidate - Media Arts & Animation, June 2013

## software skills & abilities ~

- *WordPress, Theme Development - Advanced*
- *Creative Suite 5 - Advanced*
  - ~ Photoshop
  - ~ InDesign
  - ~ Illustrator
  - ~ Flash
  - ~ Acrobat
- *QuarkXpress - Advanced*
- *XHTML/CSS - Advanced*
  - ~ *HTML Editors (i.e., Dreamweaver)*
- *Javascript - Beginning*
- *Microsoft Office - Advanced*
- *Final Cut Pro - Advanced*
- *Avid - Intermediate*
- *iMovie - Advanced*
- *Quicktime Pro - Advanced*
- *iDVD - Advanced*

## additional information ~

*1989 Addy for Best Public Service Campaign, broadcast and Best of Show Addy for the PSA campaign for the San Francisco Child Abuse Council*

*Two Semesters teaching Advertising, Academy of Art College, San Francisco 1995-1996*

*Fluent in Spanish*

*Accomplished screenwriter*

*A very capable sculptor and painter*

## references ~

*...available upon request.*

## client list/experience ~

*Samsung • PowerJab • McAfee • KFRC • AOL • AutoDesk • California Milk Advisory Board • Dole Fresh Vegetables • Fairmont Hotel • Hewlett-Packard • Hyundai Computers • Kyocera Laserprinters • Lyon's Restaurants • Mechanics Bank • Men's Wearhouse • Microsoft • Microsoft UltimateTV • Netscape • Northern California Toyota Dealers Association • PCWorld • Round Table Pizza • San Francisco Chronicle • San Francisco Museum of Modern Art • San Francisco AIDS Foundation • Sonicare • Stop AIDS • Torres Winery • VISA Credit Card Services • YWCA*