

MELISSA FOX-AUSTIN

Graphic Designer

www.foxdigitaldesign.com



PORTFOLIO



MELISSA FOX-AUSTIN

Graphic Designer

www.foxdigitaldesign.com

HI, I'M MELISSA!

LET'S MAKE SOMETHING INCREDIBLE TOGETHER. I've spent over 15 years designing, strategizing, and crafting brand experiences that leave a lasting impact. Whether it's building a brand from the ground up, refining an identity, or creating marketing that truly resonates, I love turning ideas into visuals that connect, engage, and inspire.

I believe the best creative work happens through collaboration. While I've had incredible success as an independent designer, some of my most rewarding experiences have come from working alongside teams, founders, and entrepreneurs—helping them bring their visions to life in a way that feels authentic and unforgettable.

Branding isn't just about looking good—it's about telling a story, evoking emotion, and creating something people remember. I thrive on the challenge of blending strategy and creativity to create brand experiences that don't just look amazing but feel right and drive results. From restaurant branding to luxury experiences to start-up launches, I've helped brands push boundaries, stand out, and make their mark.

Let's create something bold, strategic, and meaningful together!

RESUME

FREELANCE GRAPHIC DESIGNER 01.07–PRESENT

Fox Digital Design, Orlando, FL

- Developed branding, marketing materials, and digital assets for a diverse range of clients.
- Designed logos, posters, flyers, banners, labels, uniforms, packaging, and ads, overseeing projects from concept to implementation.
- Created visual assets for campaigns, websites, and print materials, ensuring brand consistency.
- Managed project scheduling, budget constraints, and vendor relations.
- Designed and developed proposals and presentations to help clients secure funding, approvals, or partnerships.

FOUNDER & GRAPHIC DESIGNER 04.12–PRESENT

Cherished Prints, Orlando, FL

- Founded Cherished Prints to fill a niche in funeral and memorial stationery, specializing in personalized memorial stationery that honors loved ones.
- Designed and launched a website and marketplace featuring 240+ custom products and a resource library of poems, sayings, and verses.
- Managed end-to-end client interactions, providing compassionate support and custom design solutions.
- Established partnerships with printers and suppliers, overseeing production quality and fulfillment.
- Earned 600+ five-star reviews on Etsy and Cherished Prints, demonstrating a commitment to excellence and customer satisfaction.

GRAPHIC DESIGNER 06.08– 01.12

Earl of Sandwich (USA) LLC, Orlando, FL

- Led branding and design efforts for an international quick-service restaurant chain.
- Designed print and digital marketing assets, including packaging, menu boards, POS displays, signage, proposals, and promotional materials to enhance brand atmosphere.
- Developed private-label packaging to improve customer experience.
- Edited and art-directed product photography, ensuring a strong visual presence.
- Developed marketing materials that aligned with brand identity and compliance requirements.
- Streamlined production workflows and press proofing with vendors.
- Aligned marketing and design strategies with overall brand objectives.

DESIGN SPECIALIST 11.04–05.08

Capital Resource Group, Longwood, FL

- Created branded presentations, brochures, and web assets to support business development.
- Designed and maintained company and affiliate websites, improving engagement and visibility.
- Developed internal and external marketing materials to strengthen brand positioning.
- Trained staff on design tools and digital marketing practices.

EDUCATION

Bachelor of Fine Arts
Rollins College | May 2000

SKILLS & EXPERTISE

- Brand Strategy & Development
- Creative Direction
- Marketing Design
- Retail & Merch Design
- Packaging Design
- Website Design
- Photography & Photo Editing
- Project & Team Leadership
- Social Media & Digital Marketing
- Vendor & Stakeholder Management

SOFTWARE & TOOLS

- Adobe Suite (Photoshop, Illustrator, InDesign, Acrobat, Lightroom)
- Cloud Platforms (Google Docs, Dropbox, Adobe Creative Cloud)
- Website Platforms (WordPress, WooCommerce, Shopify)
- Collaboration & Productivity (Microsoft Office, Notion)
- Direct Marketing (Later)
- AI for Copy & Marketing (ChatGPT, Copy.ai, Grammarly)

POISON PAWN

This wasn't just another job. I was there at genesis, shaping not only the visuals but the soul of Poison Pawn. My mission? To etch their name into the minds and hearts of their audience, making Poison Pawn synonymous with intellectual domination and strategic enlightenment.

Brand & Visual Identity: Meticulously forged identity, to ensure everything screamed Poison Pawn.

Marketing Collateral & Training Materials

Spark curiosity. Kindle a thirst for knowledge. Break down barriers. Make Poison Pawn was seen as the vanguard of strategic evolution.

Print Design

Every page, every layout was a battlefield where we won minds with our compelling content and striking aesthetics. I crafted experiences, not just magazines.

Packaging & Product Design

Each product was a promise—a visual pact of excellence and alignment with their ethos. I steered the ship from concept to shelf, ensuring every piece resonated with their core.

Merchandise Design

Every t-shirt, sticker, pin, patch, and wristband was a badge of honor, a piece of their collective rebellion against the mundane. Surfboards, water bottles, journals—every item was a manifesto, a tangible piece of the revolution.

Poison Pawn isn't just a brand; it's a beacon for those who dare to think differently, to play smarter, and to lead with strategy. Poison Pawn is not just playing the game; they're rewriting the rules.



LOGO	WORDMARK	ICON
	POISON PAWN	
COLOR PALETTE		
BRAND ASSETS		
PRIMARY FONT	CUSTOM BRANDED FONT	COMPLIMENTARY FONT
GOTHAM MEDIUM	PNAP	Gotham Book



Brand Magazine for Coaching
Printer: Allegra



Packaging: Mailer Box



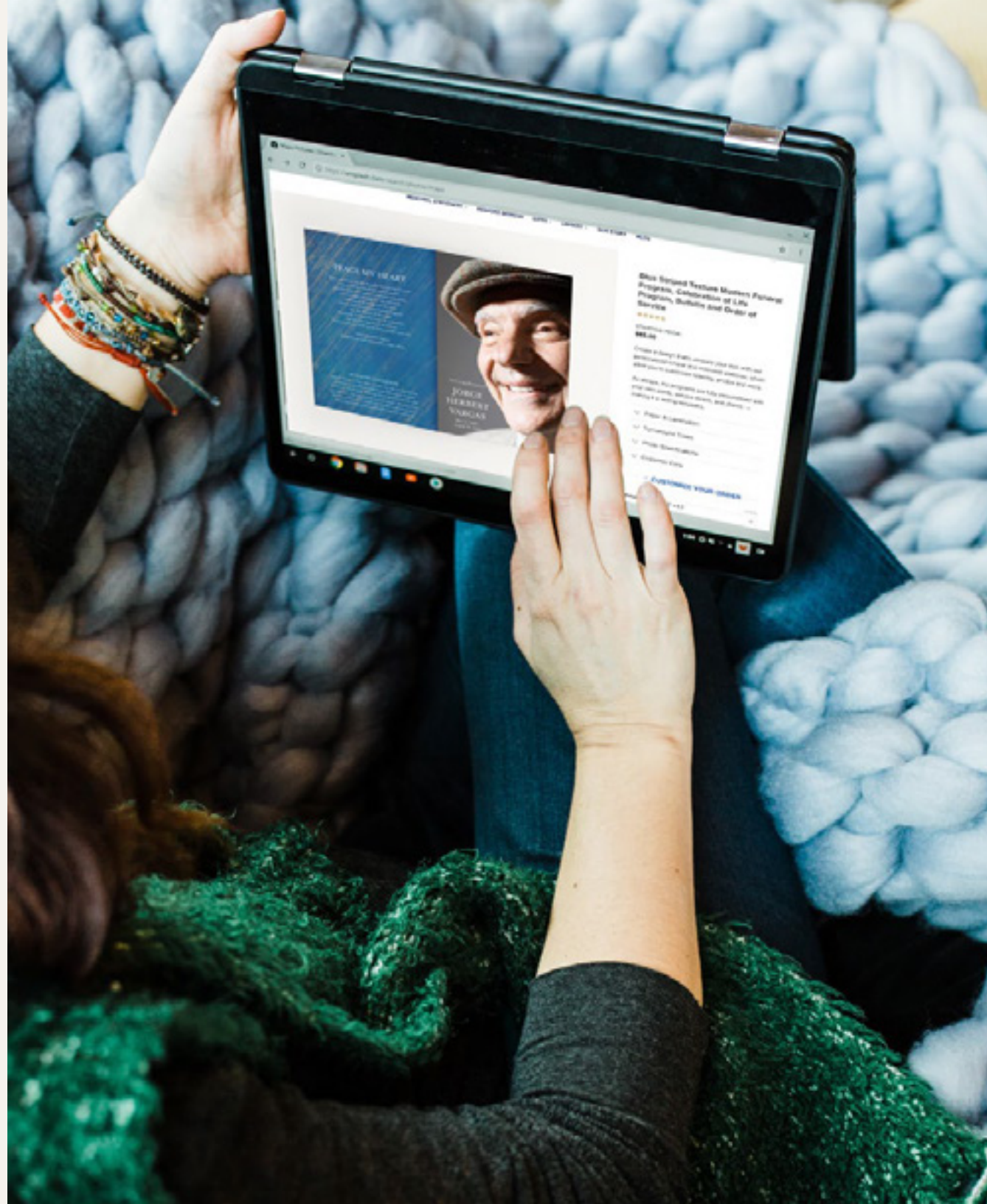


Cherished Prints was born from the heartache of losing a beloved mother to cancer, during a time when finding a memorial that truly captured her essence proved difficult. This challenge uncovered a profound need for memorials that are not only deeply personal but also of high quality. Motivated by love and the honor of memory, we crafted our first bespoke design, laying the foundation for Cherished Prints.

Combining my skills in business, web, and graphic design, I created a place of solace for those seeking to celebrate their loved ones with dignity and thoughtfulness. As I've grown, the mission remains the same: to create lasting legacies of love, supporting families in their journey of remembrance with compassion and care.

Select Accomplishments

- 3000+ sales
- Over 500 5-star reviews





Packaging
Printer: Box:Packlane & 4over



Design Catalog
Printer: Alphagraphics



B2B Sales Flyer
Printer: Alphagraphics

IVANHOE VILLAGE STREET BANNER REDESIGN – CALL TO ARTIST (2025)

Ivanhoe Village, a Main Street District in Orlando, held an open call for local artists to redesign its community street banners. The judging criteria emphasized quality of design and reflection of Ivanhoe Village's unique character. The selected artist's work would inspire banners displayed throughout the district, and the winner would receive a stipend.

Winner to be announced in April 2025.

HERITAGE BANNER

This vibrant banner reflects the rich history and dynamic spirit of Ivanhoe Village. The gradient colors symbolize the sky, water, parks, sunshine, and local businesses, while the pineapple silhouette pays tribute to the area's origins and represents hospitality. It welcomes everyone to this creative and lively community, honoring both its past and present.

IVANHOE VILLAGE NIGHTS

This banner captures the energy of Ivanhoe Village after dark, showcasing the glow of café lights, streetlights, and shimmering lake reflections. The blurred, vibrant hues evoke the district's artistic and independent spirit, celebrating its eclectic mix of small businesses, creative spaces, and bustling nightlife. A nod to the village's groovy, artsy charm, this design embodies the essence of a thriving and illuminated community.



STICKER DESIGNS

PRINTER STICKERPRINTGO





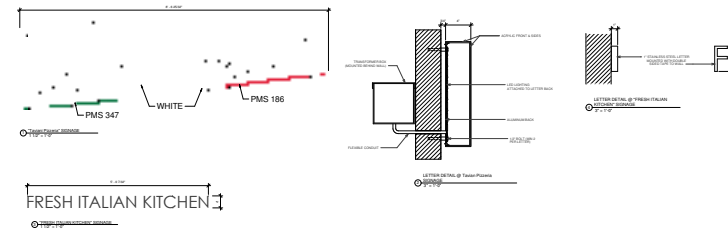
I teamed up with YCMG Brands LLC and their visionary owners to craft irresistible Quick Service Restaurant (QSR) brands from scratch. As part of the vibrant in-house design, I worked meticulously with the construction team and CEO, to serve up one-of-a-kind dining experiences, with each partnership culminating in a spectacular blend of personality-infused interiors and mouth-watering menu boards that beckon customers from afar—truly a recipe for success in the bustling QSR scene!

Brands



Taviani's

SIGNAGE



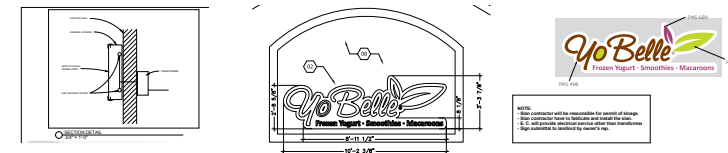
MENU



UNIFORM & PACKAGING



SIGNAGE

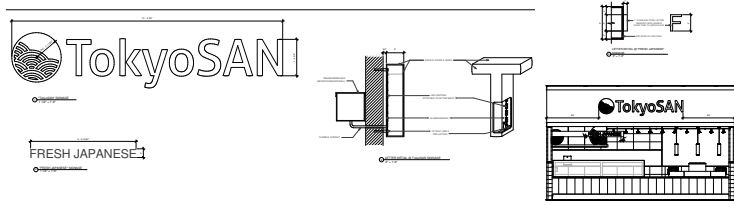


MENU



UNIFORM & PACKAGING

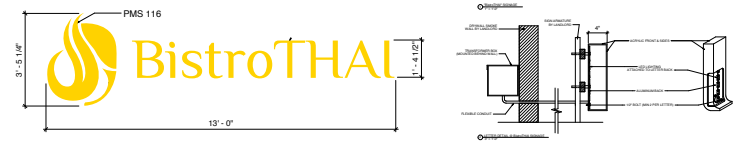




DRINKS	SUSHI	SUSHI COMBOS	VEGETARIAN TERYAKI	FOUR SHIMP TERYAKI	THREE SHIMP TERYAKI	TWO BEEF TERYAKI	ONE CHICKEN TERYAKI
<ul style="list-style-type: none"> Sparkling Water Soft Drink Tea Hot Coffee Hot Tea Hot Chocolate 	<ul style="list-style-type: none"> California Roll Spicy Tuna Roll Rainbow Roll California Roll Spicy Tuna Roll Rainbow Roll 	<ul style="list-style-type: none"> California Roll Spicy Tuna Roll Rainbow Roll California Roll Spicy Tuna Roll Rainbow Roll 	<ul style="list-style-type: none"> Vegetarian Teriyaki Vegetarian Teriyaki Vegetarian Teriyaki Vegetarian Teriyaki 	<ul style="list-style-type: none"> Four Shrimp Teriyaki Four Shrimp Teriyaki Four Shrimp Teriyaki Four Shrimp Teriyaki 	<ul style="list-style-type: none"> Three Shrimp Teriyaki Three Shrimp Teriyaki Three Shrimp Teriyaki Three Shrimp Teriyaki 	<ul style="list-style-type: none"> Two Beef Teriyaki Two Beef Teriyaki Two Beef Teriyaki Two Beef Teriyaki 	<ul style="list-style-type: none"> One Chicken Teriyaki One Chicken Teriyaki One Chicken Teriyaki One Chicken Teriyaki



BistroTHAI



HEALTHY CHOICES	SIGNATURE DISHES	APPETIZERS	DRINKS
<ul style="list-style-type: none"> TAMARIND CHICKEN BASIL BEEF & SHRIMP PENANG BEEF BROCCOLI 	<ul style="list-style-type: none"> Signature Dishes Signature Dishes Signature Dishes Signature Dishes 	<ul style="list-style-type: none"> Appetizers Appetizers Appetizers Appetizers 	<ul style="list-style-type: none"> Drinks Drinks Drinks Drinks



M R G MAKOWSKY RESTAURANT GROUP

MRG specialized in optimizing assets and driving world-class performance. The company created landmarks with a craveability that kept guests coming back. Its focus was to improve workforce capability, process management, and leadership development, leading to strengthened customer loyalty, reduced waste, improved profitability, and increased market share.

These services encompassed tasks such as:

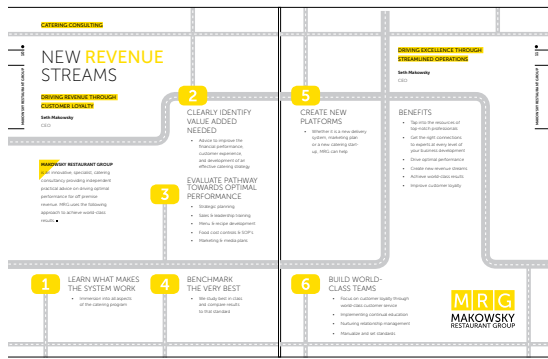
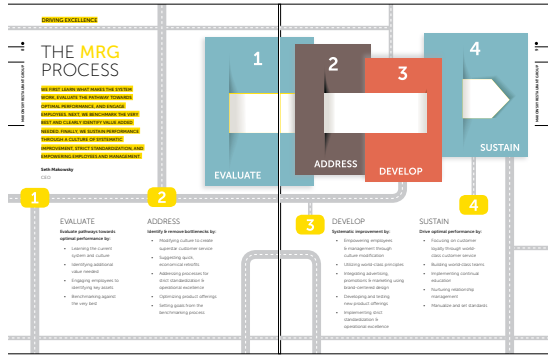
- Led the creation and evolution of client vision directives
- Established marketing and brand-building objectives
- Creative services schematic design edits
- Design development
- Proposals



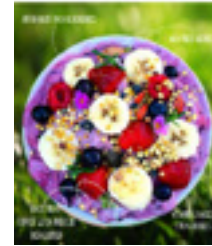
Clients (some)



CAMPAIGN DRIVEN MARKETING



Signage



Menu



Table Tents



TRADESHOW DESIGN



MENU DESIGN

<p>BREAKFAST</p> <ul style="list-style-type: none"> GREEN YOGURT BAR FRESH FRUIT BAR OAT PANCAKE AND RICOTTA PANCAKES with Apple, Cinnamon and Real Maple Syrup STEEL CUT OATMEAL with Quinoa & Mixed Fruits PARMESAN SAMMIES & BURGERS with Muffins, Goat Cheese and Sweet Potato Hash SOUTHWEST BREAKFAST WRAP with Corn Cakes and Bean Burrito BREAKFAST SCRABBLE with Turkey, Peppers and Turkey Sausage SMILE CLEAN FRESH TOAST WITH APPLE COMPOST BLUEBERRY PANCAKES with Apple Cinnamon Compote VEGETARIAN BREAKFAST BURRITO VEGETABLE EGG WHITE AND SAUSAGE BURRITO CHAMURRITOS 	<p>LUNCH</p> <ul style="list-style-type: none"> CHICKEN CHILE VERDE with Potatoes and Bean Burrito ORANGE MANGO CHICKEN with Wonton Cups, Kale & Broccoli WHOLE GRAIN PASTA with Turkey Meatballs NINE GRAIN PILAF with Apples and Shaved Vegetables WHOLE GRAIN PILAF with Sweet Chili Sauce and Shaved Vegetables SPINACH RICOTTA BAVOULI with Turkey Sausage KALE RICOTTA BAVOULI with Turkey Sausage TRIOCHICKEN SAUCE CHICKEN with Mango Brown Rice, Broccoli and Cauliflower TURKEY MEATLOAF AND GARLIC ROASTED POTATOES with Brussels Sprouts and Butternut Squash RED WINE BRAISED BEEF with Herb Potatoes, Roasted Sprouts and Butternut Squash QUINOA AND VEGETABLE ENCHILADA with Black Beans and Brown Rice CHICKEN ENCHILADA with Black Beans and Brown Rice ENCHILADA VERDE with Sweet Potato and Butternut Squash THAI APPLE & COCONUT with Green Lentils Burrito 	<p>GRAB N' GO</p> <ul style="list-style-type: none"> QUINOA CRUNCH WRAP GRILLED CHICKEN WRAP ROASTED TURKEY HAWAII WRAP HERB ACQUA DOP with veg and crackers WHOLE GRAIN COCOON with Apples and Applesauce GREEN YOGURT BLACK BEAN SOUP EGGNOUSE HUMMUS QUINOA with Onions and Apple Sals ROASTED RED PEPPER HUMMUS KALE QUINOA SALAD BEET SALAD SUSHI NATURAL AND ORGANIC 	<p>COFFEES</p> <ul style="list-style-type: none"> FRESH FRUIT SMOOTHIE & BLENDS DAIRY BREW HOT TEA CHAI LATTE HOT CHOCOLATE CAFE AU LAIT ESPRESSO DOUBLE AMERICANO CAPPUCCINO LATTE FLAVORED MOCHA DARK CHOCOLATE PERMANENT MOCHA ICED COFFEE ICED CHAI ICED LATTE ICED LATTE FLAVORED
<p>BREAKFAST PLATTERS/BOARDS</p> <ul style="list-style-type: none"> APPLE CREAM CHEESE PLATTER with Apple Cinnamon MILKSHAKE AND EGG PLAT READ with Sausage, Roastie STRAWBERRY PLATTER with Buttery Roastie 	<p>BURRITOS</p> <ul style="list-style-type: none"> ROASTED EGGPLANT & QUINOA BURRITO CAJUN BROWN RICE JAMBALAYA BURRITO CHICKEN THAI COCONUT CURRY BURRITO CHICKEN THAI COCONUT CURRY BURRITO CARIBBEAN BROWN RICE and CHEEDAR CHEESE BURRITO 	<p>SNACKS</p> <ul style="list-style-type: none"> OHIO QUINOA PILAF & PASTA TRAIL MIX ANTI OXIDANT TRAIL MIX BABA BEAUTY TRAIL MIX FOR ALL TIME TRAIL MIX TRAIL GUIDE TRAIL MIX TROPICAL BREEZE TRAIL MIX SWEET NEIGHBORHOOD TRAIL MIX ORGANIC ZEN ORGANIC FRUIT SNACKS ORGANIC FRUIT TWISTS ASSORTED ORGANIC CHIP SELECTION ASSORTED ORGANIC BARS 	<p>BEVERAGES</p> <ul style="list-style-type: none"> INFUSED WATER ELECTROLYTE SOUP ELECTROLYTE WATER POWD TANGY GAVIA CHA WATER STRAWBERRY - MANGO CHA WATER PHILIPPI - LINGER CHA WATER BLACKBERRY CHA WATER NAMED JUICES BOTTLED WATERS ASSORTED GREEN TEAS ASSORTED JUICES
	<p>DESSERTS</p> <ul style="list-style-type: none"> POMEGRANATE & CHIA CHOCOLATE BUNDO GREEN YOGURT BAR - FUDGE GREEN YOGURT BAR - STRAWBERRY GREEN YOGURT BAR - BLUEBERRY 		



Working at Earl of Sandwich felt like being in a fairy tale where food took the spotlight. My job revolved around creating experiences through design and ensuring a consistent brand identity. This involved overseeing the art direction and graphic design for 28 locations, including the flagship spots at Downtown Disney and Disneyland Paris. It was quite magical, wasn't it? I also managed to reduce production costs without losing the innovative essence and spearheaded website redesigns to enhance our online presence. It was all about elevating that warm, inviting atmosphere, making the customer hungry for our sandwich and leaving wanting to come back for more.

- Menu board design
- Packaging: cups, chip bags, labels, bags, foil wraps
- POS signage
- Wall Murals
- Signage: interior & exterior
- Operational materials
- Art direction for photo shoots





<p>HOT SANDWICHES - \$4.99</p> <p>THE EARLY BREAKFAST</p> <p>THE EARLY SANDWICHES - \$4.99</p> <p>THE EARLY COFFEE - \$1.99</p> <p>THE EARLY MUFFINS - \$1.99</p>	<p>THE EARLY BREAKFAST</p> <p>HOT SANDWICHES - \$4.99</p> <p>THE EARLY MUFFINS - \$1.99</p>
<p>BACON, EGG & CHEDDAR Fresh Whole Egg, Sausage, Swiss & Sharp Cheddar Cheese</p> <p>HAM, EGG & CHEDDAR Fresh Whole Egg, Swiss & Sharp Cheddar Cheese</p>	<p>BACON, EGG & CHEDDAR Fresh Whole Egg, Sausage, Swiss & Sharp Cheddar Cheese</p> <p>HAM, EGG & CHEDDAR Fresh Whole Egg, Swiss & Sharp Cheddar Cheese</p>



MELISSA FOX-AUSTIN

386-463-0143

www.foxdigitaldesig.com

Cover Image credit
Unsplash @lemonvlad

Back Cover: Melissa Fox-Austin
July 2023, Paris