

# MELISSA FOX-AUSTIN

*Senior Graphic Design & Creative Direction*

1001 N. Orange Ave.  
Orlando, FL 32801

386-214-2342

melissa@foxdigitaldesign.com  
www.foxdigitaldesign.com

## PROFILE

Experienced Senior Graphic Designer and Creative Director with a solid background in branding, marketing design, and visual storytelling. I lead design projects from concept to execution, ensuring strategic and impactful solutions. I create compelling visuals that strengthen brands across print and digital media, and I deeply value collaboration to bring their ideas to fruition.

## PROFESSIONAL HISTORY

### Founder & Creative Director

**Cherished Prints** | Apr. 2012–Present | [www.cherished-prints.com](http://www.cherished-prints.com)

- 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.

### Senior Graphic Designer & Brand Consultant

**Fox Digital Design** | Jan. 2007–Present | [www.foxdigitaldesign.com](http://www.foxdigitaldesign.com)

- 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.

**Notable Clients include:** POISON PAWN, Rubin W. Ervin IV, YMCG Brands: Vera Asian, YoBelle Frozen Yogurt, Taviano's Fresh Italian Kitchen, TokyoSAN, BistroTHAI, MTDDesign, Food Systems Unlimited, and more.

## EDUCATION

Bachelor of Fine Arts  
Rollins College | May 2000

## SKILLS & EXPERTISE

- Brand Strategy & Development
- Creative Direction & Visual Storytelling
- Marketing Design (Digital & Print)
- 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)

## Graphic Designer

Earl of Sandwich (USA) LLC | May 2008–Jan. 2012 | [www.earlofsandwichusa.com](http://www.earlofsandwichusa.com)

- 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

Capital Resource Group, Inc. | Nov. 2004–May 2008

- 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.

## SPEAKING & MENTORSHIPS

Branding for Entrepreneurs (Feb. 2025)

Odyssey of the Mind — Team Coach & Mentor (2018–2019)

AIGA Orlando — Mentor (2017)

Credo Conduit — Speaker

## ASSOCIATIONS & COMMUNITY INVOLVEMENT

AIGA — Member

CreativeMornings ORL — Attendee

Creative South — Attendee

Rollins College Alumni Association

The Finley Project — Volunteer

## RECOGNITIONS

20 on the Rise Winner

Category Designer (2018)

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