

# Melanie Weiner

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## Experience

### Linktr.ee

**Senior Designer** March 2022 — Present

Leading brand design within Linktree's brand studio working through a high volume of creative output of design and art direction. Provides feedback and guidance to design services department and delegates workflow. Collaborates with cross functional leaders hitting key objectives, go to market features, and brand campaigns.

### Sweetgreen

**Senior Designer** March 2020 — March 2022

Worked within sweetgreen's brand studio alongside design directors and copywriters to create design systems that elevate customer experience and deliver a high standard of execution through typography, color, composition and art direction.

**Designer** July 2018 — March 2020

Worked in collaboration with the art director to create all design needs in-house servicing sweetgreen restaurant locations and initiatives of the brand. Focused on digital media, advertising, and organic social channels.

### Biddyco Advertising

**Digital Content Designer** October 2017 – July 2018

Responsible for design, concept, and execution of digital ad campaign libraries to help brands profitably acquire customers. Held photoshoots to capture and create unique content and serve as a full service advertising agency to scale brands on their paid social channels.

### DigitasLBI

**Associate Art Director** August 2016 – September 2017

Designed comps, storyboards, and deliverables across digital, print, and broadcast campaigns. Worked on campaign development and strategic thinking from concept to execution. Collaborated with creative directors, copywriters, designers, producers and other members of the team on a variety of clients.

## Education

### Syracuse University

**BFA in Communications Design** August 2012 - May 2016

Magna Cum Laude, AIGA Upstate New York Chapter

## Skills + Interests

Art Direction, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Figma, Illustration, Hand-lettering, Management, Mentorship.

Branding, Sustainability, Electric Cars, Cooking, Flexitarianism, Mindful Eating, Hiking, Plants, Road-tripping, Painting, Snowboarding, Skiing, Cats, Digital and Cultural Trends.