

Mauricio Melendez

GRAPHIC & WEB DESIGNER

- Phone: 561-306-4551
- Email: mauricio@mauriciomelendez.design
- Location: Port Saint Lucie, Florida
- Website: <https://mauriciomelendez.design>

Summary

Graphic and Web Designer with extensive experience in both print and digital media. Skilled in designing responsive landing pages, email campaigns, web banners, and other digital and promotional assets that strengthen brand consistency and engagement. Strong foundation in layout, typography, and branding, with solid working knowledge of HTML/CSS to support front-end design implementation. Proficient in Adobe Creative Cloud and known for attention to detail, creative problem-solving, and collaboration with marketing and cross-functional teams to deliver high-quality, brand-building creative.

Professional Experience

Web Designer

Automotive Management Services, Inc | May 2013 – April 2025

- Designed and produced web banners, digital ads, and social media graphics for 100+ automotive dealerships, consistently meeting brand marketing guidelines and compliance standards.
- Built and maintained responsive landing pages using HTML and CSS, optimizing for usability across desktop and mobile devices.
- Created and coded email campaigns (eblasts) tailored to dealership promotions and customer engagement strategies.
- Collaborated closely with account executives to interpret client needs and translate them into visually compelling digital solutions.
- Supported large-scale website migrations between CMS platforms, contributing to layout updates and content accuracy.
- Conducted regular audits of dealership websites to identify and resolve issues related to design consistency, usability, and front-end code.
- Assisted with print design projects including flyers, vehicle wraps, and in-store promotional materials.
- Designed custom logos for individual dealerships, contributing to their brand identity and marketing presence.

Graphic Designer

The Palm Beach Post | May 2004 – September 2012

- Designed and produced high-quality print and digital advertisements for a wide range of clients (small to large businesses), often under tight daily deadlines.
- Created a variety of marketing materials including inserts, posters, direct mail pieces, postcards, calendars, and logos, delivering creative solutions aligned with client branding.
- Developed both static and animated online ads from concept to completion using Adobe Flash (now Adobe Animate), Photoshop, Illustrator, and InDesign.
- Translated and adapted English-language ads into Spanish, ensuring accurate messaging and cultural relevance for bilingual campaigns.
- Maintained a high level of accuracy and consistency across all projects while balancing multiple priorities in a fast-paced environment.

Education

Bachelor of Fine Arts in Graphic Design

Florida Atlantic University, Florida

1998 – 2000

Associate Degree in Graphic Design

Broward Community College, Florida

1994 – 1998

Skills & Tools

Website layout design

Email design

Web banner design

Print design

Social media ads

Page layout and logo design

Adobe Creative Cloud

Microsoft Office

Sublime

Creatopy

WordPress

HTML

CSS

Mac OS and Windows OS proficient

Fluent in English and Spanish

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