



MELISSA MENSINGER

Senior Visual Designer, Web & UI/UX Design, Brand Systems & Visual Direction

✦ 603-502-7070
✦ mlgdesigns.com
✦ Portsmouth, NH
✦ mlg1026@gmail.com

✦ EDUCATION

MASS. COLLEGE OF ART

B.A. Graphic Design
1993 – 1996

AMERICAN UNIVERSITY

1991 – 1993

DANA HALL SCHOOL

Wellesley, MA
1991

✦ SKILLS

Brand Systems & Visual Identity
Web & UI/UX Design
Digital Campaign & Social
Content Design
Marketing Collateral & Print Design
Environmental & Large-Format
Signage
Photo Retouching & Image Editing
Presentation & Publication Design
Advertising Campaign Concept
Development
Creative Direction Support
AI-Assisted Design & Creative
Workflows

✦ TOOLS

Figma
Photoshop
Illustrator
InDesign
AI Design Tools
WordPress
Mailchimp
HubSpot
PowerPoint

✦ ABOUT ME

I'm a senior designer specializing in digital experiences, UI/UX, and brand systems, with deep experience spanning print, campaign development, and production. I work closely with developers and cross-functional teams to deliver thoughtful, functional, and visually engaging creative across web and marketing channels, and I enjoy helping guide visual direction and support the growth of fellow designers.

With 20 years of experience, I bring a blend of creativity, technical expertise, and strategic problem-solving to my work. I'm self-directed and dependable, and I thrive in collaborative, fast-paced environments where strong ideas evolve into impactful design.

✦ EXPERIENCE

WEDÜ, MANCHESTER, NH: 2022 – CURRENT

Senior Visual Designer, Web & UI/UX Design, Brand Systems & Visual Direction

- I work with a small to midsize team to design and evolve brand identities, digital experiences, and campaign creative. Alongside hands-on execution, I help shape visual direction across WordPress websites, UI/UX, social content, and marketing collateral. My background also includes photo retouching, large-scale signage, and digital campaigns for product-based brands, and contributing to design systems and team workflows that support consistent, high-quality creative.
- Notable Clients: Steelseries, NH Liquor & Wine Outlet, Carlisle Wide Plank Flooring, Wrap City, Primex, and many more.

VITAL DESIGN, PORTSMOUTH, NH: 2013 – 2022

Visual Designer, Web Designer, UI/UX

- Worked with a creative team to design branding, websites, and marketing materials. Contributed to WordPress site design, digital campaigns, and print collateral, with additional experience in photo retouching and production support for large-format graphics.
- Notable Clients: Lindt Chocolate, Maravilla Los Cabos, New Hampshire Film Festival, Parterre Flooring, BlueSnap, Intradyne, W.H Bagshaw, and many more.

FREELANCE DESIGN, PORTSMOUTH, NH: 2001 – CURRENT

Images are powerful tools for communication, conveying information as well as mood and emotion. As a graphic designer, I translate client needs into thoughtful, effective solutions by defining the audience and understanding the problem. From there, I develop designs and guide clients through my creative decisions along the way.

EXCELON/OBJECT DESIGN, BURLINGTON, MA: 1997 – 2001

Graphic Designer, Content Manager & Web Designer

- Collaborated with the Director of Marketing Communications on a major relaunch and rebranding of the company from Object Design, an object-oriented database company to eXcelon Corporation, positioning the company in the B2B market.
- Managed and collaborated with an outside design agency to ensure brand consistency over print and digital advertising, tradeshow, web seminars, email newsletters, and direct marketing campaigns for three product-lines.

SYSTEMSOFT SOFTWARE, NATICK, MA: 1996 – 1997

Graphic Designer & Web Designer

- Designed website, presentations, collateral, tradeshow graphics and integrated software graphics for major PCMCIA Card OEM, System Wizard, SystemSoft's A.I.