

## - Melody Shah -

Kensington, CA 94706 • 510 459-4473  
design@concept.org • www.concept.org

### e x p e r i e n c e

#### **Freelance Design Consultant**

San Francisco, CA  
10/98 – present

Design and produce websites, illustrations, collateral and ads  
Conceptualize identity for businesses, organizations and individuals  
Maintain long-term client relationships  
Hire, manage and develop relationships with photographers, artists and talent

#### **Teacher & Academy Lead**

El Cerrito High School  
El Cerrito, CA  
01/07 - present

Develop curricula for Web Design, Programming, Digital Arts and Video courses  
Present subject matter through lecture and digital presentation  
Manage five-year California Partnership Academy grant  
Lead a small academy within a large, public high school  
Manage professional projects with student employees

#### **Instructor**

Ex'pression College for Digital Arts  
Emeryville, CA  
10/06 – 04/10

Develop curriculum for Digital Arts courses  
Present subject matter through lecture and digital presentation  
Assist students with in-class projects  
Moderate critiques

#### **Instructor**

Bay Area Video Coalition  
San Francisco, CA  
01/07 – 12/07

Developed curriculum for Web Design I course  
Presented subject matter through lecture and digital presentation  
Assisted students with in-class projects  
Moderated critiques

#### **Instructor**

CELLspace  
San Francisco, CA  
09/05 – 05/07

Developed curriculum for Illustrator, Photoshop and Web Design courses  
Presented subject matter through lecture and digital presentation  
Assisted students with in-class projects and critiques  
Moderated critiques

#### **Instructor**

City College of San Francisco  
San Francisco, CA  
09/05 – 12/05

Developed curriculum for Identity Design with Illustrator and Photoshop course  
Presented subject matter through lecture and digital presentation  
Assisted students with in-class projects  
Moderated critiques

#### **Project Advisor**

Design and Industry Department  
San Francisco State University  
01/05 - 05/05

Assisted with conceptual development of industrial design projects  
Aided students with machines, tools and computers  
Maintained power tools, hand tools and work stations  
Coordinated and assist in the use of CNC router  
Ensured safe working practices

#### **Fashion & Graphic Designer, Illustrator, Founding Member**

Cloud Factory Design Collective  
San Francisco, CA  
02/99 – 12/04

Conceptualized, designed and produced illustrations, website and press kits  
Designed and produced apparel lines for performances and custom sales  
Collaborated with visuals, lighting and music professionals  
Scouted locations, working within a budget  
Sought and coordinated donations for non-profit events

#### **Illustrator and Designer**

The Women's Foundation  
San Francisco, CA  
07/01 – 12/02

Illustrated, designed and laid out 112 page book  
Created original oil paintings for book cover  
Worked directly with writer, editor, publisher and printer  
Designed and produced point of purchase packaging and collateral

#### **Contract Art Director**

Darwin Digital  
San Francisco, CA  
01/99 – 09/99

Conceptualized and designed websites and advertising for Hewlett-Packard  
Maintained close client contact  
Collaborated with traditional media team to create a cohesive vision  
Presented work directly to clients

#### **Art Director**

Anderson & Lembke  
San Francisco, CA  
05/97 - 06/98

Conceptualized, designed and produced websites and online advertising  
Traveled for client presentations and information exchanges  
Maintained ongoing client relationships  
Worked in an autonomous team with a copywriter

#### **Art Director**

Poppe Tyson Interactive  
Mountain View, CA  
08/95 – 05/97

Conceptualized, designed and produced websites for clients including The White House, Weber Grills and Kawasaki  
Maintained website content, structure and design  
Worked with website architects, programmers, producers and media buyers

- Melody Shah -  
Kensington, CA 94706 • 510 459-4473  
design@concept.org • www.concept.org

## s k i l l s

Conceptual Visualization, Presentation, Client Relations, Time Management, Group Work Facilitation

Illustration, Digital Image Manipulation, Graphic & Web Design, 3D Modeling, Rapid Visualization

Expert Skill with Illustrator, Photoshop, Dreamweaver, Flash, Indesign, Drupal, WordPress, Mac/PC Platforms

Composite Lamination, Woodworking, Sewing, Model Making, Rapid Prototyping, ShopBot, CNC Routing

Effective Pedagogy and Instructional Strategies for Teaching Art and Design

Curriculum Development, Visual Presentation, Critique Moderation, Student Consultation, Holistic Evaluation

## e d u c a t i o n

### **Master of Arts in Industrial Arts. May, 2006**

San Francisco State University  
Department of Design and Industry  
San Francisco, CA

### **Bachelor of Fine Arts in Art Media Studies. May, 1995**

Syracuse University. Syracuse, NY  
College of Visual and Performing Arts, School of Art and Design  
Major: Art Media Studies - Computer Graphics

Syracuse University London Center. London, England, 1994

## c u r r e n t p r o j e c t s

### ***Looking Down Canyon, a Waterway Down Project***

A documentary film in collaboration with the Cloud Factory Collective for the Arts.

Involved in all aspects of the production including concept, fundraising, writing, storyboarding, directing, photography, editing, motion graphics, score and promotions.

## e x h i b i t i o n s

***Particles Fashion Performance.*** Historic Sweets Ballroom, Oakland, 2004

***Ironista! Fashion Performance.*** Ruby Skye, San Francisco, 2002

***Naughty Santa's Black Market.*** SOMArts, San Francisco, 2001 & 2002

***s/heZaam Fashion Performance.*** Cafe Cocomo, San Francisco, 2001

***Winter Paintings Exhibition.*** The Stony Ridge Gallery, Tahoma, 2001

***s/heBANG Fashion Performance.*** CELLspace, San Francisco, 1999

***Interactive Communities.*** SIGGRAPH '95, Los Angeles, CA, 1995

***Computer Art Show.*** Syracuse University, Syracuse, NY, 1994

***Art Media Studies Juried Show.*** Syracuse University, Syracuse, NY, 1994

***Exhibition of Art.*** Central St. Martin's College of Art & Design, London, 1994

***Creative Link.*** National Heritage Park Gallery, Lawrence, MA, 1993

## r e f e r e n c e s

Available upon request