



Melinda Zylstra **freelance graphic designer**

experience

Zylstra Design 1999 to Present

Owner/Designer. Delivering creative graphic design solutions and efficient project management for a variety of local companies and organizations. With a combination of over twenty years of experience in print design and a focus on detail and organization, Zylstra Design provides a diverse range of services from concept design to print production.

expertise

Corporate Identity
Logo Design
Brochures
Direct Mail
Package Design
Marketing Materials
Greeting Cards
Invitations
Signage

clients

Pierre's Ice Cream Company
Parker Hannifin Corporation
Impala Asset Management
Magic American Products
Invacare Corporation
Game Plan Creative
Creativity For Kids
TTI Floor Care
Hays Orchard

education

BFA/Graphic Design
Bowling Green State University

software

InDesign
Illustrator
Photoshop
QuarkXPress
Acrobat

American Greetings 1998 to 1999

Freelancer/On-site. Retail Creative Services department. Position involved the design of seasonal signage, POP displays and packaging for American Greetings' clients.

Ramba Design 1996 to 1997

Graphic Designer/Full-time. In charge of the design and production of various projects including annual reports, capabilities brochures, and newsletters for nonprofit, manufacturing and healthcare organizations.

Ad/Art Studios 1994 to 1996

Graphic Designer/Full-time. Designed a variety of advertising projects including direct mail pieces, advertisements and brochures. Strengthened technical and time management skills.

Babcock & Schmid Associates, Inc. 1989 to 1994

Graphic Designer/Full-time. Responsible for creating corporate identities for nationally known companies such as Bob Evans, The Original Cookie Company and Bil-Jac Pet Foods. These identities included logo development, signage and packaging.

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