MELISSA SEDLMAYR
DESIGN TECHNOLOGIST

(801) 867-7361
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South Pasadena, CA

Cross-functional designer and full-stack web developer for 10+ years. Solid core skills in front-end, back-end, responsive design and team development, along with sharp design instincts. Results-oriented strategist. Expert in elevating brands. Aggressive advocate for usability.

DEVELOPMENT		TOOLS		API
HTML	ReactJS	Git / SVN	Discourse	Google
CSS / SCSS	MySQL	Photoshop	Shopify	YouTube
JavsScript	Postgres	Illustrator	OBS	Twitch
JQuery	PHP	InDesign	Maya	OAuth
npm / NodeJS	Ruby	XD	ZBrush	Open Graph
JSON		WordPress	Microsoft Office	Facebook Pixel
		Unity		

2015 - CURRENT

PIXOLOGIC, INC., Los Angeles CA - *Makers of ZBrush - 3D Graphics Software*

Sr. Web and Graphic Designer

ZBrushCentral - *Artist Community* - https://www.zbrushcentral.com
Grew signups 372% and number of new posts 75% weekly over one year by re-evaluating user needs and modernizing technology. Initiated and directed project from concept to completion. Contributed UX/UI design, custom plugin development, and managed team of data migration personnel.

ZBrushLIVE - *Steaming Media Portal* - http://zbrushlive.com
Collaborated with creative team to construct autonomous media portal, contributing to a 2,200% increase in Twitch followers since launch in Feb. 2017 and 124% annual growth of YouTube channel subscriptions over two years.

ZBrush Summit - *Software Industry Convention* - http://zbrushsummit.com
Reduced web development time 80%, from four months to three weeks, by eliminating production bottlenecks with bespoke data-driven management systems. Standardized event registration and check-in with mobile QR ticketing system. Freed up two staff members by programmatically automating sweepstakes segment.

Pixologic - *Company Website* - http://pixologic.com
Increased mobile user session duration 70% over six months by reducing UX friction, and implementing modern design language with responsive grid layouts on company web pages. Cross-platform visitor session duration rose 47% overall.

ZBrush Insiders - *Email Campaigns*
Increased email lead generation by 93% over two years, driving conversions through social media landing page campaigns and signup optimization. Boosted subscriber open rates from 10.8% by curating targeted, relevant messaging and applying responsive, user-focused design.

Pixologic- *Graphic Design*
Designed printed marketing assets, signage, software bundled documentation, and trade show materials.

2009-2014

PIETRYGA LAW OFFICE, Salt Lake City UT - *Law Firm*

Sr. Web Designer

Contributed to revenue growth of 900% over one year. Interfaced with founding partners to re-position them in regional market by identifying strategic opportunities, then establishing brand authority with content rich, search-optimized web presence. Tactics included content marketing, modern UI, landing page campaigns, and local search optimization to capture new client leads and raise market awareness. http://bestutahdefenseattorney.com, http://utahduilegal.com

COLLABORATIONS & ACTIVITIES

2015 - CURRENT

GNOMON SCHOOL OF VISUAL EFFECTS - *The Art of ZBrush I-V Exhibit Production*
(2019) Managed business-to-business partnership to elevate quality of the printed pieces.
(2014-2019) Launched and led multi-disciplinary team to produce annual gallery exhibit.

2015 - CURRENT

FUTURE PUBLISHING UK - *3D Artist, 3D World, and ImagineFX magazines*
Designed over 40 full page print advertisements for 3D software products and industry events.

2016

ARTIFICE 4D - *App Development - Personal project*
Developed Augmented Reality app to produce blended-reality art experiences on iOS and Android.

2016

REPLICANT MAGAZINE JAPAN - *Collectibles Industry Magazine*
Designed magazine cover, trade show materials and full page advertisements for *Wunderfestival* 2016.

2015

WACOM INTUOS 3D - *Computer peripheral device (discontinued)*
Directed development team on product packaging design.
https://www.amazon.com/Wacom-CTH690TK-Intuos-3D/dp/B01KKPBWBU