

MELANIE POIESZ

Multimedia Designer | Hungry for a Junior Designer role

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Rotterdam



SUMMARY

I believe that good design can move mountains and change human behaviour for the better. Currently in my final year of studying Lifestyle Transformation Design, I am deeply passionate about creating provocative new design concepts for causes and products I support.

EXPERIENCE

Airline Ground Staff

KLM

04/2018 - Ongoing Schiphol Airport

Koninklijke Luchtvaart Maatschappij operates cargo and passenger flights to over 145 destinations worldwide. I have been working for the world's oldest airline still in operation next to my studies.

- Handling security and passport control during passenger check-in
- Achieved cost saving of €10.000 through preventing an error during an escalated situation with a passenger

Personal Shopper

P.S. Zoë

09/2017 - 02/2018 Rotterdam

I worked for an online personal shopping service that helped busy women save time and look good.

- Fully conceptualised and produced the men's Fall/Winter campaign, directing the photoshoots, styling and editing with 2 models
- Delivered assistance in trend forecasting for the Head of Buying
- Increased number of average sale per box from 27% to 50%

Freelance Creative

Moiesz Design

2017 - Ongoing Rotterdam

Starting in my 2nd year I began taking on gigs in Photography, Concept Design and Graphic Design as a freelancer.

- Produced visual content for digital communications of an LA-based beauty brand
- Created 5 logo and branding concepts for SMEs mainly in the gastronomy & food industry for online and print use

EDUCATION

Lifestyle Transformation Design

Willem de Koning Academie

2014 - Ongoing

- In my program I learned how to conduct research on society's most pressing issues and turn my findings into a product using skills in photography, audiovisual, print, interactive, web and graphic design
- Delivered end-to-end concept design including spatial, multimedia and merchandise aspects for the City of Rotterdam with the aim to foster social cohesion in Agnesiebuurt
- Delivered winning information booklet in print and digital for Erasmus MC to trigger behavioral change in customer's food intake

SKILLS

Photography



InDesign



Photoshop



Illustrator



LANGUAGES

Dutch

Native



English

Proficient



Spanish

Native



TRAINING / COURSES

Introduction to Photoshop

HTML Introduction

6-Week Photography Course

VOLUNTEERING

Photographer

Restart Network

2018 - 2019

I volunteered for a social enterprise that teaches local unemployed and refugees how to code. To help them with their resumes and online profiles I shot and edited professional grade portrait photos of their students (used across digital channels and in print).