

MELISSA RIVERA TORRES MOIR

Design & Ideation: Products, Interiors, Exhibits, Furniture, Brands, Graphics & More

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melissariveraportfolio.com

ABOUT ME

I'm an award-winning designer with an innate talent for seeing beyond the obvious to create unique design solutions for a wide range of situations, from new products through exhibits and children's learning environments to corporate brands. I am able to quickly build positive relationships with clients and colleagues, and easily communicate complex ideas in a clear and easy-to-understand fashion. **I taught art and design for 7 years and I'm passionate about making a difference in the lives of others.**

"Melissa Rivera is the sort of woman you meet and immediately want to know more about. Her passion is palpable, her fierceness formidable, her energy undeniable." – Paula Rath, Journalist

MY EXPERTISE

- Consumer/Market Research
- Education & Learning
- Interior Design
- Product Development
- Concepts/Ideation/Storytelling
- Digital Media/Marketing
- Human-centered Design
- Identity Design/Branding
- Graphic Design
- Iterative Design
- Furniture Design
- Process Redesign

MY HISTORY

UNLEASH STUDIO (unleashstudio.com) Honolulu, Hawaii and Little Rock, Arkansas
Founder and Principal Designer 2008 – Present

Founded and manage innovative design studio integrating two-dimensional and three-dimensional design to create unique, fun and functional products, graphics, and interiors. Manage marketing, sales, client relations and all design projects. Also design and produce a line of t-shirts sold online.

- Created brand that has been recognized nationally and internationally, with feature articles in multiple blogs and publications (see: melissariveraportfolio.com/press). Designed logo, website, stationery, and marketing collateral.
- Devised and executed marketing strategy comprising PR, media relations, radio advertising, digital campaigns, event marketing, and social media, attracting a wide range of diverse clients and projects.
- Built loyal client base that provides a reliable baseline of work for the studio.

Representative Design Projects (can be viewed at melissariveraportfolio.com):

- Designed and built 28,000 sq. ft main stage and runway for Hawaii's first-ever Fashion Month; conducted extensive research to find optimal solutions within a tight budget, identified construction partners, and created memorable and eye-catching environment on time and within budget.
- Created the design for a new firehouse-themed retail store operated by two professional firefighters. Researched the subject matter in depth and collaborated with the owners and architect to create an exciting environment that has driven an 80% increase in sales.
- Created clean and modern office space for fashion blog, incorporating the company's branding into the ultimate design; delivered exceptional look and feel on extremely tight budget by creatively using found objects and furniture.
- Facilitated successful fundraising for the University of Hawaii by designing a space concept for the business school's 'think tank.' The successful concept resulted in significant interest, a successful fundraising push, and the construction of the project (which is currently in progress).
- Created branding, identity materials and marketing collateral for multiple clients after conducting extensive market and customer research, understanding the business in depth, and working closely with the clients.

CENTRO EDUCATIVO COCOYOAC Cocoyoc, Morelos, Mexico

Designer, Pre-School Classroom 2003 – 2004

Hired to design new preschool classroom for private school, including architectural planning, design of children's furniture, and fabrication. Met with teachers to understand their needs and created multiple sketches and concepts before final design was selected.

- Created flexible modular design that allowed the teachers to utilize different areas as needed.
- Designed functional educational furniture to address the varied requirements of the school.
- Created modular system for play area that also allowed dance and storage of toys.
- Designed fan-shaped tables that could be utilized as individual elements, or moved together to create a large, shared space.

PAPALOTE MUSEO DEL NIÑO Mexico DF, Mexico

Exhibit Designer 2001 – 2003

Recruited by this leading children's science technology and art museum (the country's second largest with 1 million visitors a year) and charged with redesigning existing exhibits and creating new ones. Also played key role in the renovation of this 120,000 sq. ft. space by establishing design line for specific areas. Conducted research, created concepts and sketches, and worked cross-organizationally to create new exhibits and spaces.

- Designed 5 fun, safe and interactive entrances to different areas of the museum following an extensive research and ideation process; the entrances were designed for younger children and babies, and included educational activities.
- Played key role in successful fundraising drive for 60,000 sq. ft. renovation by creating concepts for museum exhibits; worked long hours to deliver innovative designs within tight budgets and timeframes.
- Created exhibits that allow children from all socioeconomic backgrounds to learn about subjects such as ecology, physics, the human body, science, geography, art and music.

PRODUCT VENTURES South Norwalk, Connecticut

Industrial Design Intern 2001

- Oreck: Created image boards and sketched concepts for a portable vacuum cleaner.
- Shell: Helped organize information regarding research about gas stations.
- Radionics: Assisted with sketching and research for the design of a medical product.

MY EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Arts in Teaching (Art and Design)

Rhode Island School of Design (RISD) Providence, Rhode Island 2005

Bachelor of Fine Arts in Industrial Design, with Honors

Rhode Island School of Design Providence, Rhode Island 2001

COMPUTER: Strata 3D Pro, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Microsoft Word, PowerPoint, Very comfortable using Wacom tablet for illustration and sketching. Exposed to Sketchup, Rhino, Auto CAD, Flash, Vector.

LANGUAGES: Bilingual – English and Spanish

AWARDS:

- 2012 Honolulu RAW Visual Artist of the Year Award (2012)
- 2nd place – HGTV's White Room Challenge Los Angeles, California (2012)
- Award of Excellence, Rhode Island School of Design (2005)
- Alexander Graham Bell Award Rhode Island School of Design (2001)
- IDSA Merit Award Nominee (2001)

TEACHING:

- Professor of Basic Graphic Design – Hawaii Pacific University (2009 – 2013)
- Teacher, Studio Arts and Design Classes: K-12 – The Contemporary Museum of Art (2008)
- Teacher, Studio Arts and Design Class: College Students – Transpacific Hawaii College (2007 – 2008)
- Teacher, Exploring Art Class: K-1 – Honolulu Academy of Arts – Academy Art Center (2005 to 2008)
- Teacher, Exploring Art and Design: K-5 – Ala-Wai Elementary/Art To Go Program/Honolulu Academy of Arts (2005 – 2007)
- Teacher, Exploring Art and Design: K-5 – Kuhio Elementary – Big Brothers-Sisters Program – Honolulu Academy of Arts (2007)
- Teacher, Exploring Art and Design: K-High School – Myron B. Thompson Academy – Honolulu Academy of Arts (2006 – 2007)