

MELISSA RIVERA

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

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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

- Exhibit Design
- Concepts/Ideation/Storytelling
- Human-centered Design
- Iterative Design
- Identity Design and Branding
- Product Development
- Furniture Design
- Consumer/Market Research
- Interior Design
- Education and Learning
- Graphic Design
- Process Redesign

MY HISTORY

GROUP DELPHI *Alameda, California*

Senior Environmental 3D Designer, 2016 – Present

Worked on design development and concept generation of three-dimensional ideas for trade show, event, interactive media, and permanent installation projects while staying up to date on current design, production and software trends. Some clients include: Microsoft, Symantec, Gore, Automation Anywhere, Medtronic and VMware, to name a few.

- Ideated, sketched, developed and built experiential and environmental concepts. Generating initial design ideas for clients quickly, cleanly and accurately.
- Developed ideas in 3D modeling and rendering software to create presentation packages for client reviews.
- Used knowledge of graphic design and media to create texture maps that supported each project's big idea and message.
- Worked on multiple projects at the same time and jumped seamlessly between projects, keeping files and shared project assets organized and up to date and focused on creating compelling work within specified timelines.
- Collaborated with Group Delphi's Sales, Estimating, Production, Graphic and Marketing teams to deliver flawless and successful exhibits for our different clients. One of which caused an 860% jump in clients twitter engagement due to its creative and clever approach.

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 a 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 has provided a reliable baseline of work for the studio.

CENTRO EDUCATIVO COCOYOC *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.
- 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.

MY EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Arts in Teaching (Art and Design), with Honors

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: Cinema 4D, Strata 3D Pro, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Microsoft Word, PowerPoint. Exposed to Sketchup, Vectorworks, Form Z and AutoCAD. Very comfortable using Wacom tablet for illustration and sketching.

Languages: Bilingual – English and Spanish

Awards:

- 2nd place - ABC's Toy Design Competition TV Show "The Toy Box" LA, California (2017)
- 5th place - HGTV's Furniture Design Competition TV Show "Ellen's Design Challenge" LA, California (2016)
- 2012 Honolulu RAW Visual Artist of the Year Award (2012)
- 2nd place – HGTV's Interior Design Competition TV Show "The White Room Challenge" LA, 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 – Art To Go Program – Honolulu Academy of Arts (2005 – 2007)
- Teacher, Exploring Art and Design: K–5 – Big Brothers-Sisters Program – Honolulu Academy of Arts (2007)