


# Gregg W. Mello

Illustrator • Author • Creative Marketing Specialist

 508-951-0051

 [gwaynemello@gmail.com](mailto:gwaynemello@gmail.com)

 [www.gwaynemello.com](http://www.gwaynemello.com)

 Sandusky, Ohio

## SKILLS

- Graphic Design
- Illustration & 2D/3D Drawing
- Branding & Typography
- Color Theory & Mixed Media
- Catalog & Layout Design
- Trend Research & Mood Boards
- Presentation Decks
- Creative Problem-Solving
- Client Communication
- Product Allocation & Visual Mapping
- Floor & Merchandising Strategy
- Coaching & Performance Development
- Scheduling & Payroll Coordination
- Logistics Coordination
- Quality Control & Compliance
- Data Entry & Documentation
- Cash Handling

## SOFTWARE

Adobe Creative Suite

Procreate

Canva

SharePoint

Microsoft Office

## EDUCATION

Bachelor of Fine Art - Illustration

University of Massachusetts Dartmouth

## COMMUNITY

Secretary – Sandusky Witches Walk  
(2026-2029)

Board Member – City of Sandusky Public  
Arts & Culture Commission (2025–2027)

Board Member – Sandusky Cultural  
Center (2016–Present)

## ABOUT ME

I'm a multidisciplinary designer and illustrator who blends conceptual thinking with visual storytelling to create clear, engaging design work. My experience spans freelance design, illustration, merchandising, and team operations, giving me both creative range and practical structure. Outside of client projects, I stay rooted in community art and proudly support Sandusky's creative culture through my work on local arts boards and non-profit organizations.

## PROFESSIONAL EXPERIENCE

### Freelance Designer & Illustrator

#### **Self-Employed (2013–Present)**

- Conceptualize and design brand identities and merchandise for small businesses (BookBeau, Otaku Candles Co, Gathering Grounds Coffee House, Cozy Cat Creations).
- Pitch creative concepts and conduct visual research.
- Produce rendered visuals, layouts, and marketing materials.
- Manage deadlines, revisions, and client communication.
- Illustrate and publish children's books (Murphy's Big Plan).
- Lead community art workshops and creative outreach (local elementary & high schools, library, and City of Sandusky).

### Client Representative & Clerical Assistant

#### **Leslie Murray Law, LLC (2023–Present)**

- Prepare documents with consistency and accuracy.
- Support workflow coordination and client communication.
- Manage schedules, intake, and confidential records.

### Shipping Specialist & HR Administrator

#### **Tuftex Balloons (2021–2023)**

- Collaborated across teams to streamline processes.
- Ensured consistency and compliance in documentation.
- Supported HR reporting, scheduling, and logistics.

### HR Lead / Cafe Operations Lead / Merchandising Manager

#### **Target (2018–2021)**

- Executed merchandising strategy and visual standards.
- Used trend insights to guide presentation decisions.
- Led and coached teams to ensure quality and service.

## PROJECTS

### **Maggie Dewdrop Children's Book Series — Author & Illustrator**

- Developed full character designs and illustrations.
- Created cover art, layout, and narrative concepts.