

Gregg W. Mello

Illustrator • Author • Creative Marketing Specialist

508-951-0051

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www.gwaynemello.com

Sandusky, Ohio

CORE SKILLS

- Illustration & 2D/3D Drawing
- Graphic Design
- Branding & Typography
- Color Theory & Mixed Media
- Catalog & Layout Design
- Trend Research & Mood Boards
- Presentation Decks
- Creative Problem-Solving
- Client Communication
- Product Allocation & Visual Mapping
- Coaching & Performance Development

TOOLS

Adobe Photoshop

Adobe Illustrator

Figma

Procreate

Canva

Powerpoint

Microsoft Office

EDUCATION

Bachelor of Fine Art - Illustration

University of Massachusetts Dartmouth

COMMUNITY

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

Board Member – Sandusky Cultural Center (2016–Present)

ARTISTIC VISIONARY

Multifaceted illustrator and designer driven by a passion for **storytelling, world-building, and visually-led brand experiences**. I translate abstract ideas into compelling, story-rich visuals that live across books, products, and campaigns.

My work blends **whimsy with intention**, pairing strong conceptual thinking with hands-on execution to create designs that feel both magical and purposeful—always grounded in a deep connection to community and creative culture.

PROFESSIONAL EXPERIENCE

Freelance Illustrator & Designer

DEWDROP, LLC. Self-Employed (2013–Present)

- Develop brand identities, merchandise, and visual systems for independent businesses and creative brands (*BookBeau, Otaku Candles Co, Gathering Grounds Coffee House, Cozy Cat Creations*).
- Lead concept development through sketches, mood boards, and refined visual narratives.
- Produce marketing materials, rendered visuals, layouts, and presentation decks.
- Manage full client lifecycle: pitching, revisions, and delivery.
- Lead community art workshops and public art initiatives.

PUBLISHED WORK

Author & Illustrator — *Maggie Dewdrop Series*

- Created original story, characters, and illustrated world.
- Designed book layouts, cover art, and visual direction.
- Established cohesive visual identity for a growing children's series.

ADDITIONAL EXPERIENCE

- **Operations and Team Leadership**
Client Representative & Clerical Assistant — Leslie Murray Law, LLC (2023–Present)
Shipping Specialist & HR Administrator — Tuftex Balloons (2021–2023)
HR Lead / Merchandising Manager — Target (2018–2021)