

Melissa Stafford-Woodruff

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Introduction

Experienced visual designer and creative director with a diverse background in fine art, exhibition design and marketing and creative agencies. Skilled at creating impact-driven digital experiences that align with business objectives and delivering engaging designs through compelling narratives. Excels at cross-functional collaboration, managing projects, and leading creative teams to deliver high-quality work. An effective storyteller and communicator, adept at bridging the gap between design and business goals, and communicating ideas to diverse stakeholders, from the front-lines to the C-Suite.

Work History

[DG+Design](#)

Senior Visual Designer

Remote

2021 - Present

- Lead full end-to-end brand initiatives and execution for B2B companies in the clean tech industry, including strategy & design across all touchpoints.
- Help shape and steward the visuals for our client brands and work closely with marketing leadership, product teams and developers in order to deliver strategies, brand objectives and business goals with impactful visual solutions.
- Leverage design thinking techniques to conduct research, prototype solutions, and validate design decisions, leading to increased usability and accessibility of digital products.
- Partner with our teams to develop and implement data-driven user experience (UX) design strategies, resulting in improved conversion rates.

[Commercial Capital Training Group/Finance Marketing Group](#)

Lead front-end designer/developer

Albany, New York

2016 - 2020

Direct reports: Website Developer, Branding Specialist

- Collaborate with Fortune 500 clients across multiple industry verticals and sizes including finance, healthcare, technology, and manufacturing to create websites that drive online communication, solidify industry positioning and enhance revenue.
- Design and develop 140+ website projects a year through lifecycle, from idea on through execution to deployment.
- Create and implement standards for quality and consistency of website development and collateral processes.
- Create designs for internal and client brand identity, event signage, social media ads, print ads and marketing materials.
- Developed and implemented a redesign of our company website as well as landing pages, resulting in an increase in leads and sales.

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[Rare Machine](#)

Principal Designer

Schenectady, New York

2012 - Present

- In-demand graphic designer, illustrator and front- and back-end developer.
- Provide comprehensive portfolio of services, including custom WordPress & Webflow sites, brand identity and marketing and collateral materials.
- Clients include: The Marshall Project, Fusion Media Network (ABC), The Guardian, Library Journal, The Hudson Antiques Dealers Association and PS21 Chatham.

[Carrie Haddad Photographs](#)

Director, Curator

Hudson, New York

2008 - 2011

- Oversaw and managed the opening of Carrie Haddad's new photography gallery, voted "Best Gallery in the Capital Region" in 2010 in Metroland's Best of Arts & Entertainment.
- Worked in tandem with artists to curate 24 exhibits within three years, garnering features in prominent publications such as Travel & Leisure, Design Sponge, New York Spaces and New York Magazine.
- Oversaw all day-to-day operations of the gallery; maintained and updated database of gallery items, closely worked with collectors, handled all gallery sales, developed and implemented publicity and marketing strategies for the gallery, arranged and managed all aspects of our exhibitions including transportation and installation.

[Carrie Haddad Gallery](#)

Assistant Director, Curator

Hudson, New York

2002 - 2008

- Assisted with the curation and installation of 60 exhibits throughout a six-year period.
- Maintained gallery databases, handled gallery sales and collaborated with clients to identify their needs, present artwork, close sales, handle delivery and manage installation of sold artworks.
- Wrote press releases and developed media relationships.
- Organized gallery exhibitions at Art Fairs in Miami, Florida and NYC and designed all gallery print material, invitations and advertising.