

VISUAL DESIGNER

melanie campbell

PROFESSIONAL PROFILE

Creative and strategic Visual Designer with 8+ years of experience crafting engaging digital experiences across marketing and product environments. Specialized in UI design, motion graphics, and visual storytelling, with a strong focus on delivering user-centered, high-impact creative across web, mobile, and social platforms.

WORK EXPERIENCE

Senior Visual Designer | Indegene (Alexion Pharmaceuticals)

JAN 2023 – PRESENT

- Help establish and maintain design systems, component thinking, and structured visual approaches across digital projects
- Partner with cross-functional teams to deliver user centered UI/UX solutions to patients and HCPs
- Consistent delivery of high volume polished designs across channels through management and scaling design libraries
- Create motion graphics, animations, and video content to enhance engagement and storytelling
- Turn complex pharma digital experiences into compelling designs that balance business goals and brand standards

Graphic Designer | HMR Weight Management Services

OCT 2017 – NOV 2022

- Designed multi-channel marketing assets including digital ads, email campaigns, and social content
- Contributed to UI design for mobile app, enhancing usability and consistency
- Collaborated with marketing to align creative with business goals and performance

Graphic Design Intern | Mechanica

SEP 2016 – DEC 2016



CONTACT

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 [email]

 [website]

EDUCATION

Endicott College, Beverly, MA

May 2017 | Magna Cum Laude

Bachelor of Fine Arts Degree
Graphic Design Major

CORE SKILLS

UX/UI Design
Motion Graphics
Video Editing
Design Systems
Illustration
Email Design
Social Media Content
Print/Book Layout
Typography
Banner Ads
Basic HTML/CSS

TECHNICAL SKILLS

Figma
Adobe Creative Suite
Anthropic Claude
Banner Snack
Salesforce Marketing Cloud
Microsoft Office