



# Mel Dillon

PRODUCT DESIGNER &  
SURFACE ILLUSTRATOR

Portfolio: [www.MelDillon.com](http://www.MelDillon.com)

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(847) 400 - 7032



## PROFILE

A highly skilled Senior Surface Illustrator and Product Designer with 10+ years of experience. I make original print and pattern for products. I specialize in Greeting Card design and Surface Illustration that continuously rank as best sellers in large retailers. A proponent of continuous learning, I enjoy sharing my new knowledge with colleagues. I am dedicated to winning as a team with an upbeat attitude, and collaborating to bring new products and illustrations to life!



## SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Procreate
- Solidworks
- Keyshot
- Microsoft Office
- Web/Flex PDM



## EDUCATION

Major: Creative Apparel Design | Minor: Entrepreneurship, Fine Arts  
Iowa State University | 2010 - 2012; Drexel University | 2008 - 2010



## EXPERIENCE

### SENIOR ART DIRECTOR AND ILLUSTRATOR

Design House Greetings | May 2023 - Current

- Worked directly under the Creative Design Director to develop the entire Trader Joe's Greeting Cards collection
  - Made trend boards and researched trends
  - Developed Artist relations, art direction and revisions
  - Coached emerging artists, Jr. team members, on best practices and techniques
  - Wrote copy
- Art directed over 200+ cards per year. Directed composition, palette, copy, etc.
- Created Custom Illustrations using traditional (watercolor, acrylic, pencil, gauche etc.) and Digital (Procreate, Adobe suite) techniques.
- Matched a wide range of artist's illustration styles and made revisions to existing art if the skill set was too advanced for artists to manage



## EXPERIENCE (CONT)

### SENIOR PRODUCT DESIGNER AND SURFACE ILLUSTRATOR

Gartner Studios | Oct 2021 – Dec 2022

- Created Surface Illustration and Products for home goods and celebrations at Gartner Studios; an Agency and Design House. Clients included T.J. Maxx, Target, Walmart, etc.
- Illustrated over 75+ print and pattern using traditional (watercolor, acrylic, pencil, gauche etc.) and Digital (Procreate, Adobe suite) techniques per year
- Designed 200+ paper and other material products including; Greeting Cards, Gifting, Stationary, Paper Tableware, etc. Developed each from start to finish in under 2 days:
  - Interpreted and developed trend boards
  - Researched competitors, materials, and products
  - Drew concepts and final artboards using software including Photoshop, Illustrator, Procreate, etc.
  - Re-conceived existing art assets, or developed custom Surface Illustration for the product
  - Created clear artboards for vendors with technical specifications, mock-ups, CADs and material references
  - Reviewed prototypes and provided clear visuals for vendor revisions

### PRODUCT DESIGNER AND ILLUSTRATOR

DecoPac | July 2018 – Oct 2021

- Designed 2D and 3D Products and illustrations for DecoPac; the largest global supplier of cake decorations. Sold to such clients as Walmart, Target, Sam's Club, etc.
- Created 300+ products: candles, cake toppers, and DecoSets™ (toys for cake decorations).
- Digitally/Traditionally drew 200+ Photocake™ (edible printed cake images)
- Partnered with top Licensors (Disney, Hasbro, Universal etc.) to design products

**OLDER WORK HISTORY AVAILABLE UPON REQUEST**



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