

Melissa Teixeira

Production Artist & Graphic Designer, Website Administrator

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Portfolio: melissateixeira.com

Detail-driven production artist who bridges creativity and technical precision. Experienced in turning concepts into production-ready artwork with a focus on accuracy, workflow efficiency, and collaboration across departments.

WORK EXPERIENCE

Production Artist & Graphic Designer, Website Admin, A&S Screen Printing & Embroidery (Nov 2024 - Present)

Remote creative lead coordinating production art and 160+ client web stores for a screen printing and embroidery company in Cinnaminson, NJ.

Production Art & Prepress

- Collaborate with CSRs, art, production, and embroidery teams to complete 50+ weekly projects, developing vector artwork and production-ready files in Adobe Illustrator and Photoshop.
- Adapt artwork for print, digital, packaging, novelty items, signage, and home goods while working within vendor art templates
- Produce color separations and leverage Pantone Matching System expertise to ensure print accuracy across substrates
- Assess artwork for base layers, halftones, and gradients, then conduct prepress checks before production
- Combine a deep understanding of screen printing with awareness of client goals and budgets, developing creative, production-ready artwork that delivers visual impact without compromise.

Digital Storefront Management

- Manage and maintain 160+ client web stores, design layouts, produce product imagery, and create digital assets when manufacturer materials are unavailable
- Develop reusable templates and file standards that improve turnaround time, accuracy, and consistency in high-volume workflows
- Contributed to growth of the web store program, supporting 3,000+ total sales through optimized presentation and user experience

Cross-Team Communication

- Use Microsoft 365, Google Workspace, Teams, and Slack to streamline feedback loops and approvals across departments
- Serve as a diplomatic bridge between departments with conflicting workflows, applying conflict-resolution skills to reduce friction
- Guide coworkers through design workflows, tutorials, and troubleshooting to keep projects moving smoothly
- Recognized for staying calm under pressure and keeping communication clear, solutions-focused, and aligned to company standards and clients' needs

EARLIER EXPERIENCE

Sales Associate & Event Planner, Alicia DiMichelle Boutique (2023 - 2024)

Planned immersive boutique experiences while delivering personalized client service.

Events & Client Experience

- Designed themed events end-to-end, coordinating menus, ambiance, and vendor partners to match brand vision
- Balanced event logistics with on-floor sales support, keeping customers engaged while managing time-sensitive requests
- Tracked buying patterns to steer merchandising, inventory decisions, and promotions toward high-performing categories

Personal Assistant, Social Media & Boutique Manager, The Merry Goldfinch (2019 - 2020)

Oversaw boutique operations, content planning, and vendor relationships for a specialty retailer.

Operations & Storytelling

- Produced photography, video, and copy for social channels, maintaining a consistent narrative voice
- Documented inventory and purchasing decisions to protect margins and ensure timely replenishment
- Scheduled staff, prioritized daily tasks, and upheld a compassionate, service-first atmosphere

Luxury Sales Associate, Govberg Jewelers (2015 - 2016)

Represented a luxury jewelry brand with bespoke clienteling and product expertise.

Client Relationships

- Built long-term client loyalty through attentive communication and tailored recommendations
- Handled delicate service scenarios discreetly while preserving premium company standards and clients' needs

Sales Associate & Key Holder, Barbour (2012 - 2015)

Advanced from sales associate to the youngest Barbour key holder in the United States.

Sales Leadership

- Generated 20% of store revenue through consultative selling and product expertise
- Mentored peers on visual standards and the elevated Barbour customer experience

Shift Lead & Customer Service Professional, Food Service & Hospitality (2016 - 2019)

Supported Starbucks, Pat's Select, and Dooney's with front-of-house leadership.

Service & Coordination

- Juggled event scheduling, vendor communication, and guest service during peak periods
- Resolved conflicts calmly, keeping staff supported and customers satisfied
- Reinforced company standards and clients' needs by modeling patience, empathy, and clean execution under pressure

NOTABLE PROJECTS

A&S Web Store Program (2024 - Present)

Scaled and optimized 160+ InkSoft storefronts by introducing reusable templates, refreshed layouts, and custom imagery when manufacturer assets were missing. Improvements drove faster launches, supported 3,000+ sales, and reduced production errors through prepress quality checks.

Philawell Creative Direction (2024)

Served on the board as creative lead for a Madagascar clean water nonprofit, crafting the logo, visual identity, and donor messaging. Delivered campaign storytelling that honored the community and energized fundraising.

Ark for Justice Brand Launch (2025 - Present)

Partnered with the organization to create a mission-aligned brand package, including a logo suite and supporting assets. Documented usage guidelines, copy tone, and color standards to keep outreach materials cohesive.

Boutique Event & Merchandising Series (2023)

Curated themed in-store events and visual merchandising moments that blended menu planning, ambiance, and product storytelling. Close vendor coordination and staff training translated into higher traffic, repeat customers, and elevated brand perception.

EDUCATION

Associate of Science in Computer Graphics (2023)

Camden County College, Blackwood, NJ

Maintained a 4.0 GPA while earning President's List and Dean's List honors; selected to exhibit work in the Annual Art Exhibition.

SKILLS

Production Design: Adobe Illustrator, Adobe Photoshop, Screen Printing & Embroidery Knowledge, Template & Asset Creation, Color Separations, Pantone Matching System, File Preparation & Prepress, Typography, Typesetting

Technical Proficiency: InkSoft (Web Store Management), Microsoft 365, Google Workspace, Slack, Teams, iOS

Collaboration & Communication: Cross-Department Communication, Creative Collaboration, Conflict Resolution, Brand Consistency, Remote collaboration tools

Languages: English, Portuguese, Spanish