

Melissa Deroo

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Multidisciplinary designer with experience creating enterprise-scale brand, social, motion, and digital content for healthcare and HR technology organizations. Skilled in visual storytelling, motion graphics, brand systems, and high-volume content production across digital and print channels. Experienced collaborating with cross-functional teams to deliver clear, engaging creative solutions in fast-paced environments.

Professional Experience

Graphic Designer II at UKG

Nov 2025 – Present

- Produce 200+ digital and print assets annually across marketing, product, internal communications, and operational initiatives.
 - Design branded campaigns, presentations, social content, internal communications, and promotional materials while maintaining consistency across evolving brand standards.
 - Develop scalable creative templates in Adobe Express to help non-creative teams efficiently produce on-brand assets.
 - Manage 10+ concurrent design projects through Adobe Workfront while balancing shifting priorities, stakeholder feedback, and tight deadlines.
 - Partner with cross-functional teams during project kickoff and development phases to establish creative direction and align deliverables with business goals.
 - Create visual mockups, layouts, and campaign concepts that improve stakeholder alignment and accelerate approval processes.
 - Contribute to the evolution of internal brand guidelines by refining templates, documenting best practices, and improving consistency across departments.
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Social Media Content Designer (Contract via JVT Advisors at UKG)

Jan 2024 – Nov 2025

- Created 250+ multimedia assets for social media campaigns, press releases, employer branding, and corporate communications initiatives.
- Designed static and motion content using Adobe Illustrator, Photoshop, Premiere Pro, After Effects, InDesign, and Adobe Express.
- Produced short-form motion graphics, animated social assets, and video edits optimized for platform-specific performance and engagement.
- Collaborated with Public Relations and Creative teams to support 100+ press releases and high-priority corporate initiatives.
- Managed multiple creative assignments simultaneously through Adobe Workfront while maintaining accuracy, speed, and brand consistency.
- Participated in creative brainstorming sessions and campaign planning to improve content performance and audience engagement.

- Leveraged AI-enhanced creative tools to accelerate production workflows, concept exploration, image refinement, and video editing.
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Creative Marketing Specialist at Ethos Veterinary Health

Oct 2020 – Sept 2023

- Produced digital and print marketing materials including advertisements, brochures, posters, branded collateral, social media graphics, and event materials for hospitals nationwide.
 - Shot, edited, and produced short-form video content and motion graphics aligned with brand voice and platform trends.
 - Managed social media content strategy and visual design for multiple veterinary hospitals and corporate channels.
 - Executed Facebook and Google ad campaigns while monitoring analytics and optimizing performance for engagement and reach.
 - Supervised and supported a national team of 10+ Marketing Content Liaisons to maintain consistency in messaging and design standards.
 - Assisted with website updates, blog content, and campaign materials to support cohesive multi-channel branding efforts.
 - Collaborated with internal stakeholders to develop marketing assets that supported recruitment, client engagement, and brand awareness initiatives.
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Skills

Design & Creative Tools

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Express

- Print & Digital Production

AI-Enhanced Creative Workflows

- Adobe Firefly
- Generative Fill
- ChatGPT
- Microsoft Copilot
- Notion AI

Motion & Content Production

- Motion Graphics
- Video Editing
- Social Media Design
- Brand Systems
- Campaign Design

Collaboration & Project Management

- Adobe Workfront
 - Cross-Functional Collaboration
 - Creative Strategy
 - Content Development
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Education

- B.A. in Graphic Design — Westfield State University, graduated in May 2020