



# Melody Kern

Graphic Designer . Berlin

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## Education

**VISUAL ARTS & DESIGN BACHELOR** 2018  
University of Strasbourg

Graphic design, illustration, space design, object design, web-design, motion design, art history.

**FASHION DESIGN DIPLOMA ( BTS)** 2016  
O.R.T School Strasbourg

Trend analysis, pattern making, design and fashion history, fabric technology.

**APPLIED ARTS PROGRAMM (MANAA)** 2015  
O.R.T School Strasbourg

Object design, space design, illustration, visual communication, art history, fashion design.

## Skills

### LANGUAGES

French ◆ ◆ ◆ ◆ ◆  
English ◆ ◆ ◆ ◆ ◆  
German ◆ ◆ ◆ ◆ ◆

### DESIGN TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects), Figma, Procreate, Canva, Webflow, WordPress (Elementor), Readymag, CSS / HTML5, basic Javascript, currently learning Blender

### SKILLS

Visual Identity, Editorial Design, Web Layout & UX, Print Production, Packaging Design, Brand Storytelling, Art Direction, Illustration, Concept Development, Typography, Creative Research

### INTERESTS

Core member of NPSR, collective organising art events in Berlin and Munich. Guitar player in a local band. Story-driven video games & films. Fashion design & visual culture. Reading fiction & graphic novels. Sports (yoga, pilates, dance)

## Experience

**GRAPHIC DESIGNER** 2020 - NOW  
Freelancer

Collaborated with 20+ clients, from emerging brands to global names like Nike, to craft impactful visual identities, digital experiences, and print materials tailored to each client's vision and audience.

### SELECTED PROJECTS

**Nike** – Web design, presentation decks, and email marketing assets for internal campaigns and events.

**Signor Oil** – Packaging design and print materials for a premium olive oil brand.

**Non-Psr** – Print collateral and event materials; managed social media to ensure consistent brand presence.

**Arcade Avocats** – Complete brand identity including logo, visual language, and bespoke illustrations.

**Balade Agency** – Joined the agency as their main designer: developed brand identities, websites, and stationery.

**SALES ASSOCIATE** 2021 - 2022  
Office Depot Strasbourg

Print design, printing and copy services, and ensured efficient handling of transactions and customer inquiries.

**GRAPHIC DESIGN INTERN** 2019  
LabCompagnie Paris

Collaborated with over six clients to deliver brand identities, website layouts, and print materials. Designed and edited an exhibition book and newsletters. Worked with Adobe InDesign for layout design and WordPress for web content updates, enhancing client engagement and visual communication.

**MAGAZINE INTERN** 2017  
Chicmedias Strasbourg

Wrote articles and helped conduct and transcribe interviews for NOVO and ZUT! Magazine, contributing to engaging editorial content. Managed the shop and coordinated blog updates to maintain a consistent online presence. Provided styling assistance and research for fashion editorial shoots.