

Melissa Schneider

Graphic Designer | UI Designer | Front-End Developer

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PROFESSIONAL SUMMARY

Graphic designer and certified UI/front-end developer who creates brand identities, websites, social media graphics and email marketing for small businesses. Currently leads all marketing design for a roofing franchise, including a 20-email automated SendGrid flow, and co-owns Haute eLeMent, a design and marketing studio. As a volunteer, organized a fundraiser for a local feline rescue that raised \$15,000+ in one month. Uses AI daily to speed up design and automate routine work. Brings 10+ years of teaching and team training experience to client communication, deadlines and problem-solving.

SKILLS

- **Design:** Graphic design, logo design, brand identity, social media graphics, email design, UI design, UX research, wireframing, prototyping, usability design
- **Development:** HTML, CSS, JavaScript, responsive web design, website design
- **Marketing:** Email marketing, marketing automation, social media scheduling, content creation
- **AI:** Daily use of AI for design ideas and production, workflow planning and automation; building and training AI assistants to handle recurring tasks (ChatGPT, Claude, Gemini, Canva AI)
- **Tools:** Figma, Adobe Illustrator, Adobe Photoshop, Canva, SendGrid, Showit, Meta Business Suite

EXPERIENCE

Graphic Designer | Honest Abe Roofing (franchise) | Sept. 2025 – Present

- Rewrote and redesigned a 20-email automated lead nurture series in SendGrid for 16 franchise locations; early results showed open rates up from 10.1% to 12.6% and click rates up from 1.11% to 1.49%
- Fixed a personalization error so every email now shows the lead's local office, phone and booking link
- Design social media, print and event materials across multiple franchise markets, including Kansas City, Columbia, SC, Ann Arbor, South Bend and Terre Haute, keeping the brand consistent
- Create and schedule weekly marketing emails and social media posts
- Design print pieces such as flyers, event invitations and a Realtor roof guide, plus Facebook cover concepts with desktop and mobile previews

Co-Owner and Designer | Haute eLeMent, Terre Haute, IN | 2026 – Present

- Created the Haute eLeMent logo and brand identity, including the logo suite, color palette, typography and brand guide
- Designed the studio's website, social media and print advertising
- Design logos and brand identities for small business clients
- Design and build client websites, including a full redesign for a local cat rescue
- Create social media graphics and marketing materials for clients

Owner and Designer | Sugar & Sass Bakery, Terre Haute, IN | 2023 – Present

- Created the full brand identity: logo suite, color palette, typography, packaging, labels and print pieces
- Designing and building the bakery website in Showit
- Designed and coded a custom order form with Square card payments for the "Adopt a Teacher" program
- Sold 54 teacher sponsorships for the 2026–27 school year, totaling \$7,520 in orders
- Organize and deliver 216 treat boxes a year to 16 schools across three counties, partnering with two local businesses for drinks

Career Coach | Equus, Terre Haute, IN | 2024

Member Service Representative | Sam's Club, Terre Haute, IN | 2019 – 2023

- Trained 50+ new associates on store policies, POS systems and service practices

Teacher | Vigo County School Corporation, Terre Haute, IN | 2017 – 2023

- Developed the school's social media pages and improved the school website
- Trained 50+ staff members on new technology and learning management systems

Teacher | East Richland Community Schools, Olney, IL | 1998 – 2005

VOLUNTEER EXPERIENCE

Volunteer Designer & Fundraiser Organizer | Ouabache Valley Felines & Friends, Terre Haute, IN | 2024 – Present

- Planned and ran the “Flock You” flamingo fundraiser, raising \$15,000+ in one month with 517 yard placements
- Led three volunteer delivery teams, routing 45 flocks in constant rotation for 30 days
- Designed and built an online order form that handled 430 orders, 83% of the total
- Wrote and designed 93 campaign posts that reached 858K Facebook views and raised page engagement 181% over the prior month
- Created teaser signs, yard signs and flyers, and recruited local businesses as participants and sponsors
- Redesigned the rescue's website in Showit, adding online adoption and volunteer applications, a Meet Our Cats page and a mobile-friendly layout
- Created a new brand identity: logo suite, colors, type and a brand guide

PORTFOLIO HIGHLIGHTS

- **“Flock You” Fundraiser, Ouabache Valley Felines & Friends:** Month-long flamingo fundraiser that raised \$15,000+ through flyers, yard signs, 93 social posts and a custom online order form.
- **Cat Rescue Website & Brand Redesign:** Moved the rescue from a free Wix site to a mobile-friendly Showit site with online adoption and volunteer applications, plus a new logo system and brand guide.
- **Lead Nurture Email Automation, Honest Abe Roofing:** Rebuilt a 20-email SendGrid series for 16 locations; opens rose from 10.1% to 12.6% in the first week.
- **“Adopt a Teacher” Order Form, Sugar & Sass Bakery:** Designed and coded an order form with Square payments; 54 teachers sponsored and \$7,520 in orders.

Full case studies: melissaschneiderdesign.com

EDUCATION AND CERTIFICATIONS

- **Certificate, User Interface Design** | CareerFoundry | 2024
- **Certificate, Front-End Development** | CareerFoundry | 2024
- **AI Workshops** | Outskill | Claude 101 · Prompt Engineering · Training AI Assistants | 2026
- **Bachelor of Science, Elementary Education** | Eastern Illinois University | 1998