



MELISSA THOMPSON

CREATIVE LEADER | ART DIRECTION & BRAND STRATEGY

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Creative leader with 15+ years' experience in art direction, brand storytelling, and design strategy across sports, aviation, higher education, federal, and corporate sectors. Proven success directing marketers, designers, and cross-functional teams to deliver campaigns and proposals that secure multimillion-dollar contracts. Skilled at shaping win themes, streamlining creative workflows, and driving consistent brand identities across digital, print, web, and video platforms.

SKILLS

- Creative Direction & Brand Strategy
- Cross-Functional Team Leadership
- Proposal & Pitch Strategy
- Multi-Channel Campaign Development
- Art Direction for Digital, Web, Video & Print
- Adobe Creative Suite & Adobe AI Tools
- CMS Platforms (WordPress, Wix, SharePoint)
- Process Improvement & Workflow Efficiency



EDUCATION

Fine Arts / Graphic Design

Kansas State University / 1999 - 2002

PROFESSIONAL EXPERIENCE

AECOM - Sr. Graphic Designer

Kansas City, MO / October 2021 - Present

- Directed marketers in developing visuals and win themes for high-stakes proposals across sports, aviation, federal, and higher education, contributing to \$10M+ in awarded contracts.
- Partnered with executives, technical teams, and marketing staff to shape creative strategy aligned with client objectives and brand identity.
- Produced interactive PDFs, PowerPoint presentations, and branded templates, improving proposal efficiency and enhancing win rates.
- Championed Adobe AI-driven design efficiencies, streamlining workflows and reducing turnaround times for pursuit graphics.

HNTB Corporation - Sr. Graphic Designer

Kansas City, MO / 2018 - 2021

- Led visual identity development for complex sports and aviation architecture pursuits, including templates, microsites, infographics, and layouts.
- Directed proposal design teams to deliver cohesive, compelling visual narratives for multi-million-dollar projects.
- Designed marketing collateral across print and digital platforms, enhancing client-facing presentations and portfolio websites.

Rockhurst University - Sr. Graphic Designer

Kansas City, MO / 2013 - 2018

- Oversaw all creative output for the university, ensuring brand consistency across recruitment publications, promotional campaigns, and marketing assets.
- Directed multi-channel campaigns across print, web, digital, and billboards, strengthening brand storytelling and audience engagement.
- Hired, tasked, and managed freelancers and vendors; coordinated photoshoots and vendor relations to deliver high-quality creative on time and within budget.

Husch Blackwell LLP - Graphic Designer

Kansas City, MO / 2010 - 2013

- Served as the sole in-house designer for a 600-attorney law firm, delivering high-impact print and digital communications.
- Partnered with marketing leadership to produce branding, collateral, and client-facing campaigns.

Populous - Graphic Designer

Kansas City, MO / 2007-2010

- Designed pursuit proposals, brochures, presentations, and environmental graphics in the sports architecture sector.
- Contributed to signature projects including environmental graphics for the Minnesota Twins Target Field.

Design Resources Inc. - Jr. Graphic Designer

Overland Park, KS / 2003-2007

- Created branding and identity standards for apparel brands, ensuring cohesive creative direction across product lines.