



# MELISSA DELZIO

## DESIGN DIRECTOR

She/Her

Portland, Oregon

Since 2004, Melissa Delzio has been the force behind big ideas at agencies, small businesses, and nonprofits alike through her studio, Meldel. As a special agent, she clandestinely and seamlessly teams up to work on branding, print and digital projects making clients like Cinco, Nemo, Tillamook, Everytown, and Willamette Week sing! From designing and art directing a print magazine that highlights interior design in the Pacific Northwest, to creative directing a statewide COVID safety campaign, Melissa is as comfortable making digital prototypes as she is billboards.

Melissa has led many community projects including publishing two volumes of books about Portland by Portlanders (Our Portland Story) and producing a 50-page creative activity deck for kids with a local nonprofit. A leader in the Portland design community, Melissa served on the board of directors for AIGA and serves on the Advisory Council. Currently, she is working on the long and arduous process of curating and writing about Portland Design History through research and interviews. She has taught at Portland State University, Pacific Northwest College of Art and has been a regular international design volunteer with USAID.

## WORK HISTORY

### Art Director, Studio Owner, Meldel

2009–present

#### Highlights:

- Developed scopes of work, estimated, invoiced, managed contractors and project managed nearly a thousand projects across 15 years of running a design studio.
- Directed a diverse creative team for three years as we produced work for a multilingual BIPOC-focused public health campaign, with results that topped national lists for engagement.
- Designed campaign assets to support Tillamook product launches complete with brand influencer kits, in-store signage and direct mail.
- Led UX/UI experience and visual design for a college gun safety index for a large Washington DC nonprofit.

**Skills developed:** brand strategy, exhibit design, identity design, digital design, UX/UI design, digital prototyping, packaging and publication/book design. Proficient in standard Adobe Suite software and Figma. Experienced with Slack, Basecamp, Asana and other software tools.

**Clients include:** Adidas, ACLU Oregon, Cycle Oregon, Tillamook, Ecotrust, Willamette Week, Everytown for Gun Safety, OMSI, Portland Trailblazers, SMART, Travel Portland, University of Washington, Nike, and USAID.

**Worked with agencies such as:** Brink, Cinco, HERENOW, Liquid, Nemo and Sockeye on projects such as Nike retail displays and Microsoft brand guidelines.

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@MEDELDPDX

### Senior Instructor, Portland State University & Pacific Northwest College of Art

2017–present

Instructor for Page Design Layout and History of Modern Design.

## COMMUNITY LEADERSHIP

### Founder & Director, Portland Design History Project

2014–present

Starting with a 2014 Design Week event, Melissa has been collecting, archiving, interviewing and writing about the history of design in Portland.

[pdxdesignhistory.com](http://pdxdesignhistory.com)

### Founder & Director, Our Portland Story

2008–2014

Our Portland Story was a community story project and publishing company that highlighted aspects of Portland through the pairing of authors and designers. The final books are a cross section of community views and values told through personal stories, images, and graphics.

### AIGA Portland Chair Member

2008–2014

As the AIGA Design for Good Chair, Melissa led a collaborative project the result of which was the creation of an exploratory activity deck for kids. For this work, Melissa earned a Multnomah County award.

## EDUCATION

Northern Arizona University  
Bachelor of Fine Arts Degree in  
Visual Communication