EVAN MELNYK

PROFILE

Evan is a multidisciplinary art director with 15+ years experience. He's worked with a wide variety of clients ranging from professional athletes to musicians bringing their vision and ideas to life. Originally from Montreal, Evan has been fortunate enough to work and live in many places which he attributes to helping shape his aesthetic and outlook. His current focus is on product, brand and illustrative design.

SKILLS

Graphic Design	+ + + + +
Branding	+ + + +
Storytelling	+ + + +
Illustration	+ + + + +
Photography	+ + +
3D / Motion	+ +

SOFTWARE

Adobe CC	+ + + + +
Miro	+ + + + +
Figma	+ +
Keynote	+ + + +
Vector Raster	+ + + +
Blender	+ +
Slack	+ + + +
Ms Office	+ + +

CONTACT

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EXPERIENCE HIGHLIGHTS

NIKE (Oregon, USA) 2016 - PRESENT

SENIOR MANAGER, DESIGN APPAREL GRAPHICS

- Craft overall vision, storytelling, creative concept, graphic ideation and identity for seasonal NBA apparel collections.

- Lead a team through the brief, design and story research ensuring concepts reflect the Global Nike standard.

- Oversee and build concept boards, freelance briefs and design assets across multiple channels to ensure visuals and concept execution is creatively on point

- Deliver Keynote presentations on executed creative and collaborate with marketing teams to share out creative process and storytelling ideation

- Partner with various stakeholders, and key senior leaders to collect feedback and implement within development

- Ensure that all tech-packs hit highest level of Nike execution and quality for final Global Athlete and consumer product

ALDO / LITTLE BURGUNDY (Montreal, Canada)

ART DIRECTOR 2013 - 2014

- Lead multiple projects simultaneously across all vehicles (digital, retail, print) through the management and motivation of teams of talented visual creatives

- Lead, in partnership with VP of Creative, strategic omni channel brand marketing campaign concepts to provide creative solutions that meet business objectives

- Develop positioning and visual creative strategies for seasonal campaigns and marketing programs

UNIVERSAL MUSIC GROUP / BRAVADO (London, UK)

SENIOR GRAPHIC DESIGNER 2009 - 2013

- Designing and owning implementation of various artists visual centers; vision for the project, on boarding external partners & agencies and giving relevant feedback to internal and external designers.

- Managing artists assets and reinterpreting them for multiple markets

- Researching market trends and adapting licensed assets to meet various retails expectations

EDUCATION

CONCORDIA UNIVERSITY (Montreal, Canada)

1999 - 2002 I Bachelor of Fine Arts (Film Studies)

DAWSON COLLEGE (Montreal, Canada)

1996 - 1998 I College Diploma (Creative Arts)

***FURTHER WORK HISTORY AND REFERENCES AVAILABLE UPON REQUEST.**