

the creator

FRANK MELLANA
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education

Michael Graves College, Robert Busch School of Design, Kean University
BFA: Graphic Design/Interactive Print & Screen, Focus in Marketing, May 2019
Cum Laude, GPA: 3.6, National Honoros Society: Fall 2017 – Spring 2019
Deans List: Fall 2017 – Spring 2019
Union County College, Union NJ
AA: Psychology

design experience

Sole Unit, Scotch Plains NJ, September 2017 – Present
The purpose of Sole Unit aims to share the history and culture of streetwear through modern fashion trends. Conducted market research to develop the brand identity and social media presence.
Independent Internship, Michael Graves College, January 2019 – Present
Designing and developing a mobile application alongside the Kean University Police department, to help upstanders access and react to the severity of emergency situations to administer instant Early First-Aid.
The Design Studio Practicum, Michael Graves College, September 2018 – December 2018
Developed and managed content for the Michael Graves Instagram accounts, collaborated with other students to curate ideas and build a following.
Social Media Strategist, JackRabbit, Westfield, NJ, 2017 – 2018
Researched athletic apparel trends, created & managed social media content created for our location.

skills

Fashion Branding and Identity
Research and Development
Business Strategy
Social Media
Prototyping
Marketing

design skills

Adobe Photoshop
Adobe Lightroom
Adobe Illustrator
Adobe InDesign
Adobe XD
InVision

good stuff

EMT, Scotch Plains Rescue Squad, Scotch Plains, NJ. 2008 – 2017
State of new Jersey EMT, 20 State Certifications
2017 | Kean University Business Plan Competition
Designed apparel and marketing content
Taco Eater, Wave Chaser, Sneaker Obsessor
2018 | Thinking Creatively Conference
Kean University, Union NJ