

Driven graphic designer with two decades of experience leading creative direction for strategic design, UX/UI design, web, print and branding projects for worldwide brands.

## Experience & Career Highlights

### Creative Adrenaline/Running Designs, LLC - *Freelance Graphic Design Consulting*

1999 - Present

Creative Adrenaline is a freelance consulting business powered by creative director, Melissa Gacek. Like a runner crossing the finish line with that final surge, or an athlete getting into the zone and crushing their workout, the name Creative Adrenaline embodies the feeling, energy, passion, and excitement that comes from developing the right design solutions for businesses and organizations. When you have the right brand energy, things take off.

Melissa Gacek specializes in corporate identity/branding, creative direction, graphic design, package design, environmental design, illustration, photography, production for print and digital and powerpoint presentations. She creates and leads teams with targeted UX/UI designs, wire frames, and prototypes for web and app solutions. She brings her long-time experience in project management and business development to every project.

**Clients served past/present:** Nuss Truck & Equipment, Oiselle, Inc., Discover Strength, Generate 360, United Way St. Cloud, Blu Ice Med Spa, Healing Haiti, Frassati Catholic Academy, Redpath and Company CPAs, Saint Paul Police Foundation, Kutzke Furniture, Altour International, Wishing Tree Play Café, GoodThings Stores, Salon Centric, Studio One Yoga, Salon Ultimo, Sletten Law Office, Crossroads Collision Center, EarthSmart Toys, Tree Geek, Rainbow Tree Care, Rave Sports, Snapology, CNC Metalcraft, University of St. Thomas, Life's Pure Balance, LynLake Chiropractic, Mendoberri, Lindey's Steakhouse, Moms on the Run, Standout Events, Hamm Clinic and more.

### Rainbow Companies - **Director of Creative & New Business Development**

2010 - 2013

Managed creative strategy, planning and execution for all lines of business, including tree care, pest control, lawn care, holiday lighting and scientific advancements. Developed business plan and launched The Tree Geek, a new do-it-yourself tree care e-commerce website for homeowners that doubled its sales in the first two years.

### Tad Ware & Company - **Senior Account Manager**

1999 - 2005

Led in-house creative and production team through campaigns for 60 percent of agency business. Client work included projects for Boston Scientific, Ecolab, Medtronic, St. Jude Medical, Pampered Chef, Land O'Lakes, Glory Foods and more.

### Haworth Marketing & Media - **Creative Services Specialist & Marketing Coordinator**

1998 - 1999

Designed marketing presentations and collateral for account teams supporting Target Corporation, Cub Foods, Mystic Lake Casino & Hotel, St. Jude Children's Research, Corian and Stoneyfield Organic.

## Education

University of St. Thomas B.A., Cum Laude, Journalism-Advertising, Art History

Minneapolis College of Art & Design (MCAD) Continuing Education: Branding, Web Development, Fine Arts

BrainStation UX Design Certification

## Technical Skills

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Lightroom) • Content Management Systems (WordPress, Joomla, Live Edit) • Microsoft Office Suite • Google Platform • Slack • PowerPoint • UX Design: - Adobe XD - Figma - InVision - Sketch • E-Learning: Adobe Captivate

## Interests & Accolades

### Coaching Certifications:

- Certified Lifetime Fitness Swim Coach, Member USA Swimming
- USATF Level 1 Certified Coach, Member USATF

### Volunteering:

- Frassati Catholic Academy Steering Committee Member, Fundraising Chair
- Director, Frassati 5K
- Elementary & Middle School Swimming & Volleyball Coach
- Healing Haiti Missionary
- Music Ministry-St. Mary of the Lake