Melanie Barest

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Education

Northeastern University
| Boston, MA
BA in Design with a Psychology minor
3.85 GPA, 2024. SCOUT, The Avenue Magazine, Studio Art Club

White Plains High School
| White Plains, New York
National Honor Society, National Art Honor Society, Songwriters Club, City Center Dance Senior Dance Company Member

Experience

Freelance Artist and Designer
@melaniebarest.art | New York, NY
January 2025 - Present day

•Conceptualized and executed a visual identity and signature style of work to be used for digital collateral, custom artwork, and client products.
•Designed user-friendly website layouts, produced multimedia marketing assets, and created engaging promotional content to drive brand visibility and engagement.
• Directed daily operations, including budgeting, invoicing, contract negotiation, vendor sourcing, and global shipping logistics
• Built strategic partnerships with local businesses, agencies, and curators to secure freelance contracts, expand referral pipelines, and showcase creative work.
• Maintained a personal art practice and sought out creative communities that aided in the development and evolution of my current skills and brand.

Photographer
JCDecaux NA | New York, NY/ Boston, MA
July 2023 - December 2024

• Capture and edit visual assets of JCDecaux inventory throughout NYC and Boston for client consumption
• Archive and manage the digital portfolio of JCDecaux's inventory, including assets from malls, airports, and streets.
• Assist the marketing department in capturing and producing high-quality short form content for internal use via Adobe suite software
• Worked independently and remotely to complete all photo assignments under NYC management.

Tatum Robotics Web Designer
SCOUT | Northeastern University
August 2022- January 2023

• Collaborated with a team of designers and developers to design a new brand and interface for Tatum robotics
• Conducted user testing with Deaf-blind members to test accessibility and intuitive features
• Analyzed and revised work based on weekly critiques and client feedback
• Produced and presented weekly deliverables at client meetings
• Attended and documented weekly client, internal and one-on-one meetings

Interior Design Intern
Keeler & Co | Boston , MA
January 2022- June 2022

• Organized and maintained in-office Materials Library of fabric samples
• Directed client site measures, installation and managed vendor communication
• Sourced custom fabrics, trims, furniture and wallpaper for clients based on schemes
• Created Design Decks showcasing potential schemes to be presented to clients
• Prioritize daily and ongoing tasks from day to day based on clientele schedule

Software + Skills

Adobe Suite (Illustrator, Photoshop, InDesign, Lightroom Lightroom Classic), DSLR Photography, Welding, Laser cutting, Fine art (charcoal, graphite, acrylic, oil, wax), Content creation/video editing