



# MELANIE LUMANOG

## CREATIVE PROFESSIONAL

Creative operations leader and automation specialist with a background in art direction, branding systems, production design, 3D workflows, and internal tool development for high-volume e-commerce teams.

### CONTACT

- 817.821.6554
- m.lumanog@gmail.com
- portfolio.mlumanog.com
- DFW Metroplex | Arlington, TX

### SKILLS

Leadership & Art Direction  
Process Improvement  
Onboarding and Mentoring  
Cross-functional teams

Brand Control  
Scalable Design Systems  
Pre-press and production  
Color Management  
Troubleshooting

Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
Blender 3D  
Wordpress  
HTML/CSS  
Python  
JavaScript

### EDUCATION

*Generative AI Specialization*  
**PURDUE UNIVERSITY**  
Post Graduate Study 2025

*Bachelors in Arts and Technology*  
**UT DALLAS**  
Graduated 2010

*Associates of Fine Arts*  
**TARRANT COUNTY COLLEGE**  
Graduated 2007

### CERTIFICATIONS

- Building LLM Applications  
AI Models and Architecture  
AGS: AI Literacy  
AGS: Python Programming

### EXPERIENCE

#### GRAPHICS AUTOMATION WORKFLOW CONSULTANT

*RAM Group | Milwaukee, Wisconsin*

Built graphics automation systems that convert web order data into accurate, print-ready production files at scale

Designed and maintained Adobe automation workflows (scripts, actions, data merges) to reduce manual production work

Provided training and support to internal teams on new tools, automation processes, and best practices

Ensured visual and production consistency across automated outputs, including color, sizing, and layout alignment

#### SENIOR GRAPHIC ARTIST / STRATEGIC RESPONSE TEAM

*Spencer + Company | Dallas, Texas*

Partnered with senior stakeholders to translate positioning, messaging, and data into clear, persuasive visual narratives.

Balanced speed and quality under tight deadlines, adapting layouts and concepts quickly based on feedback.

Designed RFP and web-based proposal experiences that visually framed strategy and recommendations for corporate clients.

#### ART DIRECTOR (ART DEPARTMENT MANAGER)

*Advanced-Online | Coppell, Texas*

Led the creative and production art teams for multiple e-commerce brands, guiding concept development through final production.

Developed and enforced brand guidelines, keeping visual identity consistent across campaigns, apparel programs, and digital assets.

Managed complex pre-press workflows across silkscreen, UV inkjet, sublimation, engraving, embroidery, deboss, decals, and specialty finishes.

Recruited, trained, and coached designers and production artists, introducing standards, checklists, and feedback systems that raised overall output.

Built Adobe automation tools and repeatable systems that freed the team from repetitive tasks and created more room for creative problem-solving.

### REFERENCES

- |  |   |   |
|--|---|---|
| Vasily Hall<br><i>Art Technologist</i><br>817.773.8951 | John Margotta Jr<br><i>Marketing Specialist</i><br>817.201.0394 | Elizabeth Valdelamar<br><i>User Experience Designer</i><br>214.274.0247 |
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