

MELISSABASHURA.COM

LINKEDIN.COM/MELISSABASHURA

DIGITAL CREATIVE DIRECTOR

GRAPHIC DESIGNER

ART DIRECTOR

UX / UI DESIGNER

Melissa Bashura

Hi, I am Melissa Bashura. What drives my design desires is creating opportunities and experiences that are memorable and accessible for everyone.

With over ten years of experience working at an assortment of different company structures ranging from start-ups, small to large agencies, and client-side, I've been able to check off a career and personal creative bucket list of goals and create new ones along the way. I am a playful, creative thinker, and I inject inspiration from all types of encounters and influences.

I have extensive experience developing ideas, experiential and creative for high-profile brands such as the Mondelez/Cadbury portfolio of brands, Nestlé, Purolator, Delta Hotels, Scotiabank, FCA Automotive, and most recently, Spin Master Toys and their entertainment brands.

I am your friendly neighbourhood web-surfer. Designing for people, with people.



2017 - 2020

DIGITAL CREATIVE DIRECTOR,
DESIGNER

Spin Master is a Canadian toy and children's entertainment company. As a self-identified adult child and toy collector working at such a place has given me the perfect opportunities to mix "play" into all facets of the digital consumer experience.

As their Digital Creative Director, I had the privilege of leading a small but amazingly multi-talented team of UI/UX, motion, and graphic designers. Together, we shaped all digital touchpoints from e-commerce to experiential and more across all their products.



2015 - 2017

ASSOCIATE CREATIVE DIRECTOR,
SR. ART DIRECTOR

As a member of the Nurun team and the Publicis family, I've expanded my knowledge of digital experiences and interactions.

Working alongside fantastic UX architects and developers provided me with valuable insight, practice, and learning outside of my regular day-to-day role. I mentored and collaborated alongside creative interns and designers. Together we elevated projects, tasks, and overall work quality.



2013 - 2015

ART DIRECTOR,
UX / UI DESIGNER

At Olson, my role as an Art Director included managing brand integrity and tone for clients' portfolios. Creatively delivering asset creations, such as logos and icons, brand-guidelines. UX/UI design and storyboarding interactions.

I mentored junior designers on creative strategy and overall skill improvement and quality. My other responsibilities included CRM strategy and AODA compliance training.



2010 - 2013

ART DIRECTOR,
DIGITAL DESIGNER

I worked alongside a multi-talented team at the forefront of the social media boom at Rocket XL / DARE.

I supported brands by growing their social presence by creating engaging digital activations and strategies. I collaborated with PR agencies, developers, writers, and designers to maintain brand integrity and tone. Together we crafted wild ideas and campaigns for Facebook, mobile games, web experiences, and all things in-between.