

# MELISSA PALERMO

melissa@melissapalermo.com

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## EDUCATION

<b>Master of Design (MDes)</b> Concordia University, Montreal QC	2018
<b>Bachelor of Fine Arts (BFA)</b> Image Arts, New Media Ryerson University, Toronto ON	2016

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## SELECTED WORK EXPERIENCE

<b>Director of Communications</b> Ontario Federation of Labour, Toronto ON	Dec. 2020 - Present
<ul style="list-style-type: none"><li>• Develop and execute comprehensive media relations strategies</li><li>• Oversee the development and design of the OFL's digital presence including social media and digital organizing strategies</li><li>• Co-ordinate photography, video, and design projects</li></ul>	
<b>Graphic Design &amp; Digital Media Coordinator</b> Canadian Federation of Students-Ontario, Toronto ON	Jan. 2019 - Dec. 2020
<ul style="list-style-type: none"><li>• Designed and produced printed and electronic materials for campaigns, services and conferences for post-secondary students</li><li>• Developed a social media strategy to effectively communicate with students, sector stakeholders and solidarity partners</li><li>• Utilized digital organizing tools, including NationBuilder, to enhance member outreach tactics</li></ul>	
<b>Freelance Graphic &amp; Web Designer</b> Toronto ON	2015 - Present
<ul style="list-style-type: none"><li>• Designed and produced printed and electronic materials, in both English and French, to promote the services and campaigns of the Canadian Federation of Students</li><li>• Developed print and social media graphics for Unifor while adhering to brand guidelines</li><li>• Assisted with logo, visual identity and social media branding development for progressive digital campaigns including a campaign for more LGBTQ2S-inclusive sex education in British Columbia</li></ul>	

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## CONFERENCE PRESENTATIONS AND WORKSHOPS

2018	<b>Computers won't change the world, women will: Introduction to feminist coding practices with p5.js</b> , Workshop Facilitation, !=null, Aarhus Denmark	
2018	<b>Reimagining Digital Spaces of Support</b> , Conference Presentation, Intersections Cross-Sections, Ryerson University, Toronto	
2017	<b>Cultural Probe Kits as Sites of Engagement with Difficult Knowledge</b> , Conference Presentation, Synapses, Concordia University, Montreal	
2013	<b>Creative Campaigns and Advocacy</b> , Workshop Facilitation, Canadian University Queer Services Conference, Memorial University of Newfoundland, St. John's	melissapalermo.com

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## GROUP EXHIBITIONS

- 2018 **Synopsis**, *What Do You Need?* - generative collage | Concordia University, Montreal QC  
2018 **Cross-Sections**, *What Do You Need?* - generative collage | Ryerson University, Toronto ON  
2017 **Synapses**, *What Do You Need?* - generative collage | Concordia University, Montreal QC  
2017 **CONSENT: What it means to Me**, *lockerRoomTalk* - visualization | Bishop's University, Lennoxville QC  
2016 **Maximum Exposure**, *if...else* - generative video | Ryerson University, Toronto ON  
2016 **META XVI**, *if...else* - generative video | Ryerson University, Toronto, ON  
2015 **Import, Export**, *(de)Coding Resistance* - data visualization | Durham Art Gallery, Durham ON
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## GRANTS AND SCHOLARSHIPS

**2018** Fine Arts Travel Award | **2017** Conference Award for Gender Summit 11 Attendance | **2017** Hexagram Student Members Grant for Research-Creation | **2016** Allyson Kassie and Steven Goldberg Graduate Scholarship

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## TEACHING EXPERIENCE AND PROFESSIONAL DEVELOPMENT

### Teaching Assistant

Concordia University, Montreal QC

2017- 2018

**DART 491 | Discursive Design Research I:** Developed design briefs through which students used multidisciplinary design approaches to explore contextual and social implications of the design process from conception to production

**DART 492 | Discursive Design Research II:** Assisted with the preparation and design of workshop materials utilized by students to explore sustainable business models and eco-conscious design practices

### Graduate Seminar in University Teaching, (for Fine Arts)

Concordia University, Montreal QC

2018

Developed mini lessons, explored interactive teaching strategies and course development in a week-long intensive course examining various approaches to teaching and current issues in higher education.

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## TECHNICAL SKILLS

Adobe Creative Suite | Wordpress | NationBuilder | JavaScript | Processing