

My name is  
**Melissa  
Gordon**

and I'm a  
Graphic  
Designer





## **Hello!**

# **My name is Melissa Gordon and I'm a Graphic Designer**

I've worked as a graphic designer and marketing professional, both in-house and freelance, for over 15 years.

Throughout my career I have worked on a wide range of projects for corporate clients like Autodesk, Pearson Education, and Cushman & Wakefield. I have been lucky enough to work for smaller clients too, from musicians and comedy groups, to natural products and nonprofits.

I am trained in Adobe Illustrator, InDesign and Photoshop, with a hefty tool-belt full of professional design techniques and trends, both digital and analog. My education is in Fine Arts and Anthropology; both have been indispensable for a deep understanding of visual communications.

**To paraphrase the luminous creative agency M&C Saatchi, I strive to work (and live) by the principle of “brutal simplicity.”**

My design aim is strong, clear visual storytelling with a minimum of “fluff”. I appreciate natural forms and a prodigious use of negative space. Folk and traditional art, Japanese and Scandinavian design, architecture, history, and the natural world all influence my work deeply.

I lean on excellent photography and beautiful typefaces, combined with function-first layouts to deliver content by way of a natural flow and unobstructed, powerful messaging.

My specialties are print advertising and digital marketing design, including social media.



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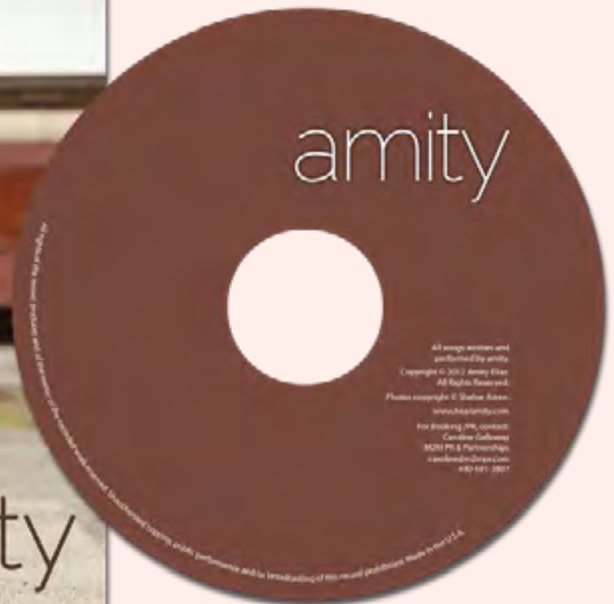
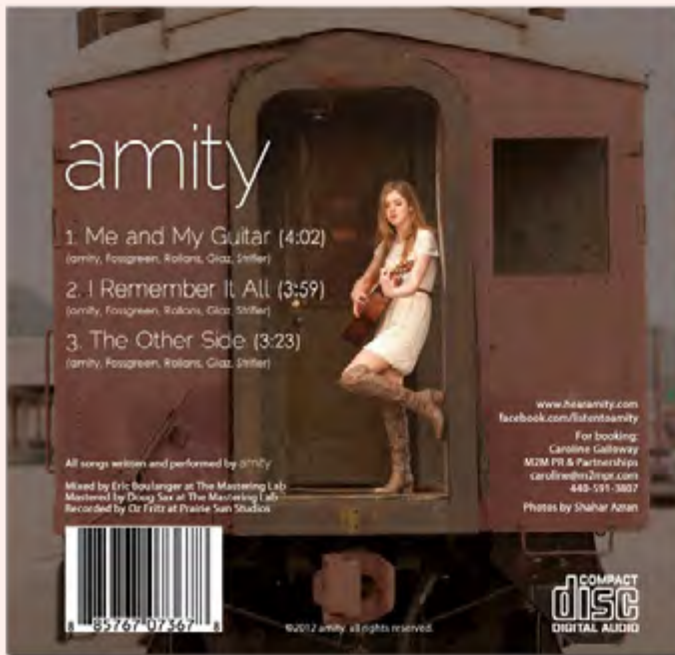
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IN 2012, natural products industry sales rose to **\$11.5 BILLION** also growing annually by **7%**

THE NATURAL PRODUCTS INDUSTRY SURPASSED **\$30 BILLION IN SALES** IN 2011

**GROWING ANNUALLY AT 7%**

BY 2017, industry sales are forecasted to reach **\$15.4 BILLION**

Primary GROWTH is happening on two fronts:

And in **Mergers & Acquisitions** activity, especially from pharmaceutical strategic buyers

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(Source: Packaged Facts 2012 Natural Products Supplements in the U.S. & Nutrition Business Journal 2012)

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**Our Staff**

**Dr. Isaac Eliaz, M.D., L.Ac., M.S.**  
Dr. Isaac Eliaz is a respected author, lecturer, researcher, product formulator, and clinical practitioner. He has been a pioneer in the field of integrative medicine since the early 1980s.

**Dr. Cheri Quincy, D.O.**  
Dr. Cheri Quincy has been bringing integrative approaches to her practice for two decades, and was a founder of one of the first government health care programs for medical students at VMC.

**Jay Callender, L.Ac.**  
A graduate of the American College of Traditional Chinese Medicine, Jay Callender is a licensed acupuncturist with thirty-seven years of training in martial arts.

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INTEGRATIVE HEALTH EXPERT

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By Integrative Medicine Pioneer  
**Isaac Eliaz, MD, MS, LAc.**

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MEDITATION

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**The Best All-Natural Ways to Stay Cool**

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**6 Easy to Grow PLANTS THAT HEAL**

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While we were happy to see that Hollywood has finally come to appreciate the goldmine that is comic books, have they — as they've wanted to do — gone completely overboard? There is no denying that comics are an absolute treasure trove of some of the most inventive and original storytelling of the modern era. It's also true that comic books with a built-in and intensely loyal audience who, after years of being relegated to conventions, chat rooms, and dusty comic shops, have generally been swooning and willing to give these projects a fair shake. But with over 50 comic-based films scheduled for the next five years and over 40 comic-centric TV shows either in production or development, it's a bit for airmen. The most die-hard comic fan to digest, is it too much? It's not an easy question to answer as your love of the source material, your fondness for how the adaptation has been handled, and your amount of free time to ingest all of it will greatly affect your

what gruesome fate will befall the cat. AMC is also bringing forth, since HEADHIT to life. Considered one of the greatest comic series of all time, AMC is hoping to score big again with the story of a preacher possessed of a divine entity who decides to hunt God after He abandons Heaven. Not your typical TV drama, but it already has a massive following eagerly anticipating the series. The hope is that it will succeed and, thereby, avoiding the fate of Joe Hill's excellent LOCKE & KEY that unfortunately never made it past the pilot stage. Neil Gaiman's groundbreaking SANDMAN series, about the king of dreams and his wisest kid, is set to be a feature starring Joseph Gordon-Levitt. 2014's dystopian master piece, SNOWPIERCER, based on the French graphic



No. And here's why: as fans of genre entertainment, we should all rejoice that Hollywood is finally giving the things we've loved for so long the respect we've always known they've deserved. What we're looking at right now is not just a movement that solely involves comics. Hollywood

DEAD as a brilliantly executed TV series that gives us far more John Williams than we ever could have dreamed of. The bottom line is that the invasion of comic TV shows and movies is a by-product of Hollywood finally embracing the Comic-Con culture, entertainment that didn't fit the mainstream but that was always made to be fan-centric.

A decade ago who would have ever thought that we'd watch the authority sagi play out on a grand canvas featuring so many of Marvel's super heroes? Who would have thought that Marvel's JESSICA JONES would become one of the most celebrated new shows? Who would have guessed that Philo K. Dick's brilliant MAN IN THE HIGH CASTLE would become a massive event series inspired by thoughts of fans who've never read a single word of his books? Or that Aquaman would have a fighting chance at having a great movie? Or that Stephen King's DARK TOWER series would ever actually get produced? And did you honestly think you'd really ever see STARBUCKS? Come on, be honest! A decade ago these would have all been fun conversations that ultimately ended with Hollywood giving us another reality show or laugh-track driven piece of sitcom garbage. But today, anything is possible. No comic or genre piece is too small or obscure as studios have teams of people securing every corner of geekdom for the next big franchise. Comic movies are also a great alternative to Hollywood's current robot fests, which even the most beloved of comics can't escape from some studio executive's delusions of grandeur. Yes, it's going to be a very intense several years as comics and genre projects are going to dominate the entertainment landscape. But we should embrace this revolution. Rejoice that, for a time, Hollywood found value where we always knew it to be. I mean, come on, in the next five years Godzilla is showing up and we're going to battle King Kong. We made this happen. We should be proud. We made our voices loud and the people with the really big checkbooks listened. Instead of talking over whined or sped, take notice in the words of Ray Bradbury, witness, and celebrate.

# TOO MUCH OF A GOOD THING?

HAS HOLLYWOOD FINALLY HIT THE TIPPING POINT AND REACHED "PEAK COMICS"?

By: Gerry Gallo

It will be a bit for a TV adaptation as well. George A. Romero's zombie epic, THE GEORGE ROMERO EMPIRE OF THE DEAD, that has been quarantined and gets views and zombies, is looking to make it on screen along with Matt Fraction's and Brian K. Vaughan's apocalyptic last-on-earth tale: THE LAST MAN. The fresh storytelling that comics are performing these days, but are a little too super heroic in super tight lights, is enough to give out there is safety. Tweaked our question yet, is it too much!

Embracing the genre trifecta of Sci-Fi, Fantasy, and Horror along with THE WALKING DEAD, the biggest show on TV right now is HBO's GAME OF THRONES, a fantasy series with magic and dragons. Guillermo del Toro's temple-apocalyptic tale THE STRAIN is rolling right along on FX. Syfy has rededicated itself to serious drama like they did with THE BATTLESTAR GALACTICA reboot by bringing Arthur C. Clarke's calculated CHILDHOOD'S END and the bestselling sci-fi visionaries series EXPANSE to their network. Sam Raimi and Bruce Campbell have teamed up to do what was once thought impossible and created ASH VS. EVIL.





**Thank  
you!**

I appreciate the opportunity  
to show you my work.  
Thank you.

Please visit [mesugo.com](https://mesugo.com) for more.

**Melissa Gordon**

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[melissa@mesugo.com](mailto:melissa@mesugo.com)

*I live in Santa Rosa, California.*