

Anthony Mellone

CREATIVE DIRECTOR · BRAND, PRODUCT, EVENTS

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For six years I was the only designer at RG Nets, a network-automation company that sells to internet and managed service providers. I worked directly with the CEO, engineering, and sales to turn rough technical ideas into usable products, a brand that holds together on every surface, and customer events people talk about afterward. What I do best is take an incomplete brief, give it structure, and carry it through to delivery. I'm looking for a Creative Director or Design Lead role where I can stay hands-on, shape the creative direction, and build a team as we grow.

EXPERIENCE

Creative Director · RG Nets 2020 – 2026

- Turned a short brief from the CEO into the Field Deployment Kit, a guided-workflow application for a Tier 1 carrier deployment program: *user journeys, screen flows, and developer-ready UI, then stayed with engineering through build.*
- Designed Fleet Manager across two generations (2022–2026), the web app operators use to read the health of 8,000+ rXg nodes on one screen. Version 1.0 became the company's primary demo; the 2.0 interface is now the lead talking point in meetings with top customers.
- Led creative and co-ran planning and onsite execution for C3CON, the company's annual customer summit, across three editions. Attendance grew from 5 to 13 companies and registration revenue 3.4x; CRM records tied more than \$2.6M in closed-won business to 2024 attendees.
- Ran two rebrands (2020, 2025) and kept one visual language across web, product UI, sales collateral, video, apparel, and trade show environments, including Dell Technologies World, as the company moved upmarket from hospitality and multi-dwelling properties to large ISPs and MSPs.
- Became the working creative lead for marketing and sales enablement when the company had no marketing head: owned the content calendar, the sales deck and white paper library, and the shared asset repositories that marketing, sales, and engineering all pull from.
- Coached marketing colleagues on design, guided developers on intended experience during handoff, and helped onboard new hires.

Freelance Designer · Various clients 2014 – Present

Brand identities for small businesses and startups, start to finish: logos, websites, social, packaging, sales collateral, and video. Full-time freelance from 2019 until joining RG Nets in 2020. One client relationship became that job.

Graphic Designer · New Jersey Prevention Network 2018 – 2019

- Creative direction for NJPN's annual conference, more than 2,000 attendees a year.
- Content across web, print, and social to meet federal and state public health contract requirements.
- Event planning and the organization's asset library.

SKILLS

PRODUCT	UX flows, product UI, design systems, developer handoff
BRAND	Identity systems and guidelines, sales collateral, trade show and event design
DIGITAL	Web design and build, email, social
VIDEO & MOTION	Scripting, editing, motion graphics, audio
OPERATIONS	Event planning, content planning, asset and repository management

SOFTWARE

Figma, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Audition, Git, GitHub, GitLab, Google Workspace, Slack, Microsoft Office, VS Code, Claude, Codex, Cursor, Copilot, Antigravity, Paper

EDUCATION & CERTIFICATIONS

B.A., Digital Communication & Multimedia · Georgian Court University
CWSS, CWTS · CWNP