

MELANIE DE COLA

LEED GREEN ASSOCIATE

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EXPERIENCE

2019-present • American Institute of Architects, Washington DC, Senior Manager, Architectural Research

Lead efforts by the AIA to increase support and resources for architecture firms engaged in starting and running research programs. Manage research events, including yearly Intersections Research Conference, a joint effort with the Association of Collegiate Schools of Architecture, including speaker management, marketing efforts and program coordination. Support high performance design and resilience efforts at AIA through content development and graphic creation. Manage outside research on firm culture, including outside consultant teams and partners. Lead external consultant research teams in creating research-related member forums and academic research translation for architects. Increase outreach for AIA Knowledge Community research subgroups, including the Design & Health Research Consortium and create new partnerships with academia. Co-lead internal Wellness Committee and WELL Certification process for 1735 New York Avenue remodel project from staff side.

2016-2019 • Hickok Cole Architects, Washington DC, Senior Designer, Research & Communications

Lead research efforts for the firm, including the internal microgrant program, writing or assisting with grant proposals for AIA Upjohn, ASID Transform and USFS Wood Innovation grants. Researched and designed presentations on topics such as net zero design, healthy building strategies, mass timber construction and urban senior and missing middle housing. Created new partnerships with engineering, contracting and educational institutions. Co-leader of wellbeing, sustainability and community engagement committees.

2012-2016 • Gensler, Washington, DC, Graphic Designer, Firmwide Practice Area Marketing

Designed marketing collateral for firm's senior leaders, including presentations, print collateral, email newsletters and web features. Designed pieces of firm-wide research such as the Workplace Survey, Incubator campaign and Experiential Design Index. Custom illustrations for publications like Fast Company and GenslerOn blog. Wellbeing Week co-leader.

2011-2012 • sequence (now part of Salesforce), San Francisco, CA, Graphic Design & Production

Design and production for web and mobile promotional projects clients such as Apple, Best Buy, and Disney.

2010-2011 • eveo (now part of Salesforce), San Francisco, CA, Mobile Design & Production

Designed assets for iPhone, Android and Blackberry apps. Worked directly with creative directors, mobile and web developers.

2009 • Architecture for Humanity, San Francisco, CA, Graphic Designer

Graphic design fellow for an international architectural non-profit. Designed web and print graphics and a book about the Biloxi Model Home Program, a post-Katrina home reconstruction project.

2007 • Dwell Magazine, San Francisco, CA, Production Coordinator

Managed design production for all editorial features working directly with graphic designers and photography editors.

SKILLS

Adobe InDesign, Illustrator, Photoshop, Dreamweaver, Tableau, HTML, CSS, Word Press, survey creation, email newsletter management and design systems (Salesforce Marketing Cloud, RealMagnet, SilverPop, MailChimp), Fonteva, Workfront, CoStar, digital and mobile graphic production, Microsoft Office, digital and film photography, letterpress, printmaking and bookmaking

EDUCATION

- 2010 Academy of Art University, San Francisco, CA, MFA thesis in graphic design
- 2005 Art Institute of Colorado, Denver, CO, Certificate in web design and Flash
- 2002 University of California, Santa Cruz, BA in Fine Art, concentration in photography & printmaking

VOLUNTEER ACTIVITIES

- 2023 Vice President of Communications for DC EcoWomen Network
- 2018-present DC-Maryland-Virginia Net Zero Energy Coalition (DMV-NZE) member
- 2021 & 2022 US Department of Energy Solar Decathlon judge, Attached Housing division
- 2016-2019 Open Architecture Collaborative Washington, DC chapter
- 2012-2014 US Green Building Council-National Capital Region, Programs Committee and Greenbuild DC planning
- 2010-2012 Bay Area Biomimicry Network
- 2009 Project M • Part of a collaborative of graphic designers focused on socially-motivated design and community engagement. Converted a 20' steel shipping container into (blank)LAB, a mobile collaborative design studio.