

Joe Monica — Art Director

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A prolific and highly creative thinker looking to apply a unique range of talent and experience to print, online and interactive communications, allowing companies to achieve their objectives with work that has a lasting and sustainable impact.

Core Capabilities

- Concept to Execution
- Product and Brand Launches
- Branding and Identity
- Print and Online Advertising
- Direct Mail Design and Execution
- Project Management
- Interactive Design
- Flash and Actionscript Development
- Budget Management
- Internal and External Presentation
- Training and Mentoring
- Copywriting

Experience

Freelance Designer, GE Capital, Alpharetta, GA, 9/11 – Current

- Worked with the conceiving team to develop unique print and online materials in support of business development pitches.
- Designed standardized and customizable mobile website to be offered as service for GE Capital clients.
- Designed distinct visual creative to be applied to print and online materials for annual GE Capital meeting.
- Provided timely design and revision support to GE Capital's project management team.
- Suggested proven process improvements based on my past industry experience.

Art Director, SolutionSet, Mill Valley, CA, 6/05 – 8/11

- Concepted, developed and presented spread and cover designs for Dell's monthly catalog with a circulation of more than ten million.
- Concepted and developed print ads for Dell XPS, LoJack for Laptops and Alienware.
- Created, produced and managed an engaging quarterly flash microsite that became a mainstay of our partnership and proved to be a significant improvement over the original Excel spreadsheet. Led to increased visibility of SolutionSet achievements and positively impacted quarterly evaluations.
- Integrated global brand guidelines in all vehicles.
- Helped launch XPS as Dell's premium brand which included developing the strategy, visual style and voice.
- Designed a full range of direct mail pieces, including CRM-focused work.
- Designed and executed a print ad for Dell's premium computer line which increased web traffic by 800%.

Sr. Production Artist, SolutionSet, Mill Valley, CA, 12/03 – 6/05

- Performed catalog production in a fast-paced deadline-driven environment for Dell.
- Prepared print-ready artwork in Photoshop and Illustrator.
- Participated in production and process improvement meetings.

Senior Designer, Coda Creative Inc., Oakland, CA, 03/99 – 08/03

Clients: RSA Security, Operon, GLAAD, Toigo Foundation and others.

- Acted as Coda Creative's lead print and web designer.
- Responsible for project management, design and production of four interactive CD-ROMs.
- Designed and developed websites, print ads, catalogs and collateral from concept to completion.
- Managed multiple projects and clients simultaneously.

Software Expertise

InDesign CS5, Illustrator CS5, Photoshop CS5, Bridge CS5, Flash CS5, Dreamweaver CS5, Google SketchUp, Sony Acid, iMovie, Garage Band, Acrobat Pro, Keynote, PowerPoint

Education

- University of California, Santa Barbara, Double Major, English and Film Studies, 1993
- University of California, Santa Barbara Extension, Graphic Design and Visual Communications Professional Certificate, 2001