

MY NAME IS MONICA

MY FRIENDS CALL ME MONICA

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LET'S TALK ABOUT ME

My aim is to make familiar things feel new and new things feel familiar.

I am a data-oriented designer who believes that creativity thrives under process and clear communication. Regardless of brand or industry, my goal is to reach an undeniable truth, creating recognition and surprise enticing the user to participate in constructive collaboration, forming a bond and detonating a shared understanding.

I have worked directly with clients, agencies and other creative professionals to create innovative, user-friendly and strongly branded experiences on various platforms.

My artwork has been shown in galleries in Japan, North, and South America and Bangladesh, I have also written, illustrated & published a children's book, won design awards for my work, and had it featured in a number of publications.

WHAT I KNOW

Bachelors Graphic Design - Institut Toulouse Lautrec, Lima, Peru
Milton Glaser Design Program - School of Visual Arts, New York, NY
Film Direction - Rome Film School - Rome, Italy
Creative Director Program - Miami Ad School, Miami, FLA

SOME NAMES I'VE BEEN CALLED IN THE PAST

I have been a Freelance Associate Creative Director/ Art on and off when not working on full time roles. Some of my most recent positions include

Freelance Group Art Supervisor	McCann
Freelance Associate Creative Director	Digitas Health
Freelance VP Digital Design Director	Science & Purpose 2022-2023 New York, NY Led several efforts working with Pfizer's efforts to become a household brand as well as HCP and DTC Pediatrics
Design Director	Heartbeat Jan 2022 - Dec 2022 New York, NY Led a team working on both HCP and DTC Oncology print and digital
Senior Art Director	ICF Next Jan 2021 - Jan 2022 New York, NY Led visual efforts creating diigital campaigns for Vizzy, Topo Chico, Halo Ice Cream, Starburst, Orbit Gum, Silk Soy Milk and more
Creative Director	Barefoot Proximity Jan 2020 - Aug 2020 New York, NY Led creative efforts on Mars Petcare: IAMS, Greenies and Temptations Treats as well as Uncle Ben's in food.
Creative Director	Broadstreet Jan 2015 - Dec 2015 New York, NY Lead a team of designers for several Health related brands as well as Barnes & Noble

SKILLS

Proven experience in creative advertising working collaboratively across teams, other creatives and clients. Focused on craft and delivering results. Attention to detail. Hands on approach. Bias for action. Experience in a wide variety of industries. Art/ Creative Direction. Illustration. Infographic Design.

Illustration: Adobe Illustrator/ Procreate
UI/UX: Figma, XD, Sketch
Design: Adobe Suite
Collaboration: Miro/ Proof HQ/ Asana/ Honey
Team Communication: Microfoft Teams/ Slack
Presentation: Powerpoint/ Keynote
Video/ 2D Animation: Final Cut, Adobe After Effects, Adobe Premiere
Layout: Adobe InDesign

INTERESTS

Photography, Fashion, Beauty, My puppy, Old Films, Street Art, Travel