

monica gibbs

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● **SUMMARY:** Graphic designer and website developer with over fifteen years of design and layout experience with an ability to quickly adapt and work within existing creative departments as well as initiate and develop procedures and projects from the ground up. A love for design, intuitive flow, and effective communication; pursuing UX/UI and graphic design opportunities.

● PROFESSIONAL EXPERIENCE

Senior Graphic Designer ▶ *Supplemental Health Care*

2018 – Present

Co-lead the creative development and production of marketing and brand communications materials that promote SHC; contribute to positive growth and create brand identity; update existing marketing collateral and develop new designs for sales sheets, brochures, email marketing, social media, infographics, web pages and both print and digital advertisements.

- Design and execute a variety of corporate marketing materials in both print and digital formats including event signage, promotional (swag) design, UX/UI design, video graphics, minor animation, social media and info graphics.
- Give design and brand direction to outside content vendors, including video production companies and web developers, along with the Marketing Communications Director.
- Develop and maintain a cohesive visual identity and brand; manage and maintain branding and style standards including font, image, content, and logo usage.
- Collaborated with developers for site redesign; designed and developed landing pages resulting in increased site visits from 16,353 a month to average of 46,026 visitors a month.

Senior Graphic Arts Specialist ▶ *City of Atlanta, Department of Public Works*

2017 – 2018

Manage visual assets and projects for the Communications team. Develop concepts and design, illustrate, and produce collateral materials to communicate ideas and information visually for print and digital media. Plan and coordinate production plans and determine workflow requirements. Create newsletters, brochures, flyers, infographics, ads, stationery, informational flyers, direct mail, event collateral, web and social media materials.

- Implemented and facilitated workshops for new technologies including the *Hightail* project management program.
- Designed logo, branding, and marketing collateral for the new *Clean Plus* city beautification program.
- Spearheaded multiple design campaigns for the *Keep Atlanta Beautiful Commission* including the “Think Green!” PowerPoint presentation, flyers, direct mail pieces, t-shirt design, and stationery design.
- Designed high-impact promotional collateral for the Atlanta Streetcar; developed ads, rack cards, and brochures.
- Design HTML email marketing campaigns utilizing MailChimp for internal/external newsletter and announcements.

Owner/Creative Director ▶ *The Drawing Tree LLC*

2009 – Present

Conduct freelance design and execute diverse artistic assignments and projects. Serve as the User Interface (UI/UX) Website Designer and developer for multiple websites.

- Lead designer of creative branding and marketing materials for Issa Rae Productions, a Los Angeles-based film and media production company operated by the star (Issa Rae) of the HBO series, *Insecure*.
- Represented high-profile clients including Proforma Marketing AMG, Green Acres Middle School (Birmingham, AL), Downey & Cleveland Attorneys at Law, Joe Courtney Success Academy, BACnet International, Velox Integration, Auburn War Eagle Society, Ignite Change (NYC), The Power of Girls (Atlanta, GA) and Safe Kids of Georgia.

Senior Creative Designer ▶ *Points of Light*

2014 – 2017

Led branding and execution of the 2015-2016 ServiceUnites Conference visuals including driving event logo, branding, successful design and production of 300+ pieces of signage, stationery, and digital graphics. Managed UI front-end design.

- Designed infographics, digital and multimedia materials, and print collateral.
- Coordinated concept, layout, and design of print collateral for Points of Light and subsidiaries; designed and developed digital and interactive media for websites and social media and HTML-based emails.
- Defined and delivered consistent styling and branding; partnered with internal stakeholders to determine project requirements and ensure on-time delivery.

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Junior Graphic Designer ▶ *Network Communications Inc.* **2013 – 2014**

Designed and contributed to multiple print and digital magazines, and marketing materials. Collaborated with art directors and creatives.

- Successfully designed page advertisements and eye-catching layouts for *Apartment Finder* magazine; integrate social media account information and interactive contact information.
- Created promotional pieces including brochures, marketing cards, direct mailers, and rack cards for clients.
- Designed corporate identity and branding for clients including logos, stationery, and promotional pieces.

The Montgomery Advertiser

▶ **Digital Producer & Designer II – Newsroom** **2007-2013**

▶ **Graphic Designer I – Newsroom** **2003-2004**

Managed daily platform coverage on web, app, and social platforms. Collaborated with reporters, digital producers, photographers, and copy editors. Researched, wrote, and edited basic copy for graphics. Developed, planned, and executed multimedia projects. Created logos, informational graphics, photo illustrations, and special publications.

- Oversaw the Go Play website and social media presence, engagement, promotion, and branding; optimized user experience on trending content using real-time social metrics.
- Revamped the *Go!* entertainment weekly publication; rebranded the print publication as *Go Play*, updated the logo, masthead, and cover, and redesigned the website.
- Overhauled the Montgomery Bus Boycott website
- Interviewed local entertainers to create ground-breaking content.
- Managed digital content; coordinated video shooting and basic video editing.
- Designed compelling publications, special sections, news/editorial packages, logos, information graphics, and illustrations.

Graphic Designer – Marketing/Campaign Art Director ▶ *World Changers Church International* **2006-2007**

Graphic Design Editor – Newsroom ▶ *Marietta Daily Journal* **2004-2006**

EDUCATION & CERTIFICATIONS

Auburn University, Auburn, AL, B.F.A., Graphic Design, 2002

Art Institute of Atlanta, Dunwoody, GA, Interactive Media Studies, 2005

Auburn University Montgomery, Montgomery, AL, M.A., Art Education, 2013

Teacher Certification (Class A – Elementary-Secondary, Grades P-12 Visual Arts), Alabama State Department of Education, 2013

CareerFoundry, UX Designer Certification, 2018

SKILLS, TOOLS, AREAS OF EXPERTISE

Adobe Creative Cloud/Suite
(Illustrator, InDesign, Photoshop, Dreamweaver etc.)
WordPress
Canva
HubSpot
MailChimp

Balsamiq
Sketch
InVision
Bootstrap
Microsoft Office
(Word, PowerPoint)

Marketing Collateral
Print & Digital Design
Typography & Layout
Creative & Art Direction
Infographics
Marketing & Brand Identity

Front-End Web Design
Promotional Design
Visual Asset Management
Cross-Functional Team
Minor Video Editing

HONORS & AWARDS

Auburn Young Alumni Magazine Feature (2016) | 2nd Place Website Coverage – Selma to Montgomery March (2013), Gannett Community Leadership Award for Domestic Violence Design Package (2010) | American Cancer Society Mid-South Division Lighthouse Media Award – Pink October Design (2010) | 1st Place Alabama Associated Press – Illustration (2004)