

MONICA G. ROBLES

ART DIRECTOR // SENIOR GRAPHIC DESIGNER

SKILLS

ILLUSTRATOR ●●●●●

INDESIGN ●●●●●

PHOTOSHOP ●●●●●

WORDPRESS ●●●●

EDUCATION

Bachelor of Fine Arts
Major in Graphic Design
University of Arizona 2005

LANGUAGES

1 ENGLISH

2 SPANISH

CONTACT

480.495.4466
monicaroblesart@gmail.com

WORK

www.monica-robles.com
@monicaroblesart

Art Director and Senior Graphic Designer with more than 18 years of solid experience in brand identity design, product and packaging design, creative direction, and illustration in the automotive, fashion, travel, healthcare, plumbing and art and film industries. Possesses the keen ability to successfully bring the creative visions of clients and individuals to life; while offering imaginative, resourceful and relevant creative strategy and direction. Maintains a solid industry reputation and enthusiastically has the ability to effectively multi-task, strategize, prioritize and produce a wide range of products including but not limited to: print, ads, brochures, product guides, trade show exhibits, promotional collateral and magazine design.

WORK EXPERIENCE

Nov 2008 - Aug 2019 **TSISSG** | Art Director

Concepted, designed and produced a modern re-brand identity for a local tire business effectively positioning them as a relevant, approachable, cutting-edge and trusted industry expert. Oversaw the design, development and production of all digital and print marketing materials for the company and its customers. Art directed and executed photo shoots for company advertisement, e-newsletters, promotional materials and produced all materials for the company's largest agent conference.

Jan 2008 - Aug 2008 **Wespac Construction** | Graphic Designer

Designed branding identities, e-blasts, marketing collateral and interactive including all artwork for the company's 5th Annual McDowell Mountain Music Festival comprising of an intricate three-dimensional media kit, garnering the 2008 Oddy Award as the 'most innovative and unique media kit.'

FREELANCE WORK

Oct 2019 - Current **AARP** | Senior Graphic Designer

Execute layout for new and existing ads and collateral that supports brand creative services.

Produce, and prepare high quality print and digital files for release for internal and external vendors and business units.

Comply with Service Level Agreements and turnaround times, providing high quality, quick and accurate execution of projects from assignment to file delivery, ensuring compliance with brand standards.

Dec 2015 - Current **Modeliste Magazine** | Art Director // Senior Graphic Designer

Oversee and manage visual layout for monthly fashion and travel magazines with page counts ranging between 150-225 pages; work closely with editor-in-chief to strategize monthly content, layouts and aesthetics for both print and digital versions of the magazine; design robust editorial artwork, including front cover that is reflective of relevant industry trends and target audience.

Feb 2009 - Current **Central Arizona Supply** | Senior Graphic Designer

Work closely with management to create vibrant and attention-grabbing ads for their high-end suite of products; design, produce and oversee the company's monthly advertising within both local and national publications, in addition to print collateral and digital marketing.