

MONICA G. ROBLES

ART DIRECTOR // SENIOR GRAPHIC DESIGNER

SKILLS

ILLUSTRATOR ●●●●●

INDESIGN ●●●●●

PHOTOSHOP ●●●●●

WORDPRESS ●●●●

SHOPIFY ●●●●

EDUCATION

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

LANGUAGES

1 ENGLISH

2 SPANISH

CERTIFICATIONS

Residential Electrician
Gateway Community College
July 2025

CONTACT

480.495.4466
monicaroblesart@gmail.com

WORK

www.monica-robles.com
@monicaroblesart

With over 20 years of experience in brand identity, creative direction, and print and social media design, I'm passionate about transforming client visions into innovative and meaningful creative solutions. I've had the privilege of managing multiple projects simultaneously, producing high-quality designs across platforms like social media, print, ads, brochures, product guides, and magazine layouts—always aiming to create work that truly connects and resonates.

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

I lead the visual layout and design for monthly fashion and travel magazines, overseeing issues ranging from 150 to 225 pages. I collaborate closely with editors to strategize content, layouts, and aesthetics for both print and digital formats, with a focus on creating compelling front covers that reflect industry trends and resonate with target audiences. Additionally, I manage the back end of Shopify websites, ensuring seamless integration of visual branding and user experience.

Feb 2009 - Mar 2023

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.

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.'