

Joe Monica

Art Director, Designer

117 Woodbury Place, Decatur, GA 30030 | 510-691-9633 | joem@joemonica.com



Freelance Designer Joe Monica, LLC Decatur, GA 8/15 – Current	Art Director Synchrony Bank Alpharetta, GA 3/13 – 9/15	Senior Designer Cbeyond Atlanta, GA 3/12 – 3/13	Concept Designer GE Capital Alpharetta, GA 9/11 – 3/12	Art Director SolutionSet Mill Valley, CA 6/05 – 9/11
Logo and icon design. Designed PDF sell sheets, print brochures, event materials and PowerPoint presentations while adhering to brand guidelines. PowerPoint refinement and design. Created 14-page website in one weekend using the Wix platform. Created initial brand guidelines, designated primary and secondary colors for evolving care industry brand.	Lead designer, storyboard and After Effects animation for secure banking video. Designed and prepared print collateral, brochures and advertising campaigns. Co-designer, brand development for OptimizerPlus brand launch. Developed new look and feel for print and online advertising. Developed logo lockups and iconography for internal and external clients.	Lead designer, corporate rebrand. Created and standardized new visual language for over 100 pieces of collateral. Created After Effects and Flash animations for web banner advertisements and targeted elevator screen advertising. Designed marketing materials for trade shows and corporate events.	Worked with the concepting team to develop unique print and online materials to support business development. Comp design for 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 events.	Concepted, developed and presented spread and cover designs for Dell's monthly catalog. Lead Art Director on AT&T summer catalog, prepared layout comps, assisted in location scouting, casting and layout. Concepted and developed print ads for Dell XPS and Alienware. Helped launch XPS as Dell's premium brand which included strategy, visual style and voice. Designed a full range of direct mail pieces, including CRM-focused work.

Core Capabilities	Software Expertise	Education
Concept to Execution Brand Launches Branding and Identity Print Advertising Direct Mail Design Product Launches Online Advertising Client Presentation Copywriting	InDesign Illustrator Photoshop PowerPoint Bridge Acrobat Pro After Effects Flash	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