

## CAREER PROFILE

A talented, detail-oriented thought leader working at the intersection of design best practice, creative direction and high-quality technical application to develop compelling illustrations. A notable capacity for defining and translating client concepts into innovative visual assets across digital and traditional media is underpinned by an aptitude for bridging the gap between art and business to drive meaningful engagement amongst diverse audiences. Keen communication and interpersonal skills facilitate strong consultative relationships and engender a collaborative environment that is conducive to motivation, target-attainment and class-leading aesthetics.

## KEY SKILLS AND STRENGTHS

**Professional/Management:** Digital illustration and traditional media  
Translate innovative concepts into compelling illustrations  
Artistic project scoping and execution  
Detail and deadline-oriented  
Business leadership/development  
Marketing asset creation  
Planning, organization and prioritization  
Remote operations  
Digital engraving

**Communication:** Client and stakeholder engagement  
Cross-functional collaboration and team working  
Presentation/pitch delivery  
Languages: English and Spanish

## CAREER HISTORY

### Graphic Designer

2019 – Present

#### *San Antonio Laser Engraving*

*Complex, multifaceted role encompassing creative, consultative and analytical functions, in support of an innovative artistic environment*

- Spearhead day-to-day business and artistic/illustrative operations, promoting a culture of client-centric service, high-quality visuals and continuous improvement
- Blend creative vision with technical expertise to plan and execute a diverse portfolio of design projects, specializing in logo development and apparel art:
  - Consult clients directly to gather the specific requirements/scope of each project/piece, before facilitating brainstorming sessions to ideate concepts and develop research-based sketches
  - Utilize both Photoshop and Illustrator to translate preliminary concepts into mock-ups for presentation to clients; incorporating feedback before gaining buy-in for execution
- Develop and execute innovative, high-impact engraving designs for application to firearms, watches and accessories, maintaining impeccable quality standards while ensuring absolute client satisfaction; reworking designs as necessary to facilitate a seamless fit
- Provide incisive/cohesive creative and artistic direction to ensure consistency across complex product photography projects; translating client requirements into compelling visual outputs that drive sales and engagement
- Employ meticulous attention to detail in all aspects of photo editing, implementing effective quality control procedures to ensure outputs align with specific customer requirements
- Maintain currency of knowledge regarding trends and cutting-edge technologies; integrating them as appropriate to remain at the forefront of the industry
- Work autonomously to coordinate a complex schedule and manage all internal business workflows to expedite delivery timeframes without compromising the quality of deliverables

## **Illustrator**

**2015 – 2018**

### ***Teeturtle***

- Served as the creative vision and illustrator behind an extensive portfolio of apparel, stationery and merchandise artwork:
  - Performed preliminary research into key demographics and pop-culture audiences to identify industry trends, expectations and slogans; leveraging these to inform the direction of work
  - Defined and sketched innovative concepts for presentation to senior colleagues, gaining buy-in for development, coloring and finalization
- Partnered with Disney representatives to gather their requirements, critically analyze relevant films and develop innovative sketches/designs for approval (implementing the changes necessary to meet brand guidelines and expectations) – with multiple designs having been officially licensed to Disney, DreamWorks, and Paramount
- Headed the conceptualization of exclusive packaging, including an expansion card pack for the 2019 TOTY Award-winning game Unstable Unicorns (leveraging textile patterning for the packaging)
- Drove meaningful brand engagement through the creation of compelling, on-brand social and marketing assets, including newsletters and social media pages
- Employed high-quality, contemporary hand lettering for a portfolio of in-house and licensed designs

## **Key Artist**

**2017**

### ***Rooster Teeth***

- Fostered a strong consultative relationship with Director Yssa Badiola to design the title card/logo for new animated series Record Keeper (recorded as Arizal) for pitching to company heads
- Headed creative sessions to discuss themes and concepts for the show, before creating sketches of prospective lettering, and working collaboratively to refine/finalize them – with the design being accepted and the overall project being brought to air

## **Freelance Artist**

**2017 – Present**

### ***Caleb Hyles***

- Developed cutting-edge, bespoke creative assets, signage and branding to underpin YouTube, Twitch, Discord and Twitter campaigns; aligning visuals with the overarching brand voice to achieve a cohesive public image
- Enjoyed particular success with the illustration/design of a poster to promote a YouTube concert at San Antonio's 2019 San Japan Anime Convention; gaining major exposure and traction on social media, and securing high-volume sales as a limited-edition print

## **Freelance Artist**

**2019 – 2020**

### ***Pixel Portal Artist***

- Served as the creative vision behind an extensive portfolio of branding, signage and social media/web assets
- Leveraged illustrative expertise to develop engaging, high-impact designs for merchandise, including apparel, pop sockets and stickers
- Garnered major interest with a billboard/mural/poster-esque vehicle wrap for an arcade's box truck, with the vehicle serving as a landmark and hot 'selfie spot'

## **EDUCATION**

### **BFA in Illustration**

**2015**

***Savannah College of Art & Design***

## **TOOLS & SOFTWARE**

- Procreate
- Wacom (tablet and cintiq)
- Inkscape
- Adobe Suite
- G Suite
- macOS, iOS, and Windows

## **PORTFOLIO**

- **Web:** <https://www.monsestudio.com/>
- **Twitter/Instagram:** monsestudio
- **TikTok:** monse.studio