



## Computer Skills

Photo Editing/Retouching • Digital Illustration • Package and Print Design • Brand Development  
Marketing • Materials Development • Advertising

## Technical Skills

Adobe Creative Suite (Illustrator, InDesign, and Photoshop), Camera RAW

## Education

Bachelor of Fine Arts, with Concentration in Graphic Design and Illustration  
Graduated cum laude, William Paterson University, Wayne, NJ

Coursework in Fashion Illustration  
Fashion Institute of Technology, New York, NY

## Overview

Creative, innovative, and results-driven professional, with experience in managing creative design projects for a variety of clients from conception to launch. Adept at identifying client needs; developing graphics for logos, websites, and product illustrations; and presenting ideas to clients while ensuring timely completion of projects. Highly skilled at coordinating with cross-functional teams to build consensus and ensure the achievement of all milestones, deadlines, and budget requirements. Passionate and inventive designer; with a great sense of color and aesthetics and a strong ability to multitask, work well under pressure, and resolve complex problems.

## Professional Experience

**Senior Graphic Designer** | Johnson Outdoors Inc., Remote — 2014-present

- Apply creative skills in designing product catalogs, brochures, annual reports, magazine advertisements, posters, sell sheets, and product packaging for global markets.
- Create print advertisements and all signage associated with trade shows.
- Retouch underwater and topside images for use in all advertising materials for color, clarity, and product focus.
- Manage pre-and post-production to ensure print and color quality of print deliverables.

**Design Director** | Client: Revlon • Anthem Worldwide (now SGK), Hackettstown, NJ — 2007-2009

- Provided strategic leadership to the Promotional Design Team.
- Monitored and ensured accuracy of all project statuses.
- Guaranteed compliance of all designs with client brand standards, while delivering powerful promotional and display assets.
- Maintained accurate records and filing systems for easy reference.
- Handled and ensured the timeliness and quality of client revisions back through the studio.
- Oversaw the process of putting the final artwork into production.
- Developed and implemented procedures for the Design Team to promote smarter and faster ways of working.
- Developed new product and marketing materials to increase awareness and sales. Efforts were acknowledged in the top 100 ranking in Promo magazine.



**Art Director** | Client: Bank of America • **Doremus**, New York, NY — 2006-2007

- Collaborated with Michael Prieve, chief creative officer, who is internationally recognized for creative work on multiple campaigns such as Coca-Cola, Nike Jordan, ESPN, and Calvin Klein.
- Displayed strong leadership skills in directing a team on the execution of the Bank of America's brand throughout all marketing efforts.
- Strategically developed advertisements, signage, and print collateral for banking centers nationwide.
- Supervised a team on project briefings after conceptualization of ideas with internal supervisors and clients.
- Reviewed and provided final approval of press checks.
- Received an award for designing a prestigious holiday mailer, including greeting cards, packaging, and a premium gift.

## Earlier Positions Held

**Creative Lead** • IMC — Irvine Marketing Communications, Holmdel, NJ

**Art Director** • Stan Adler Associates, New York City, NY

**Art Director** • Vamcom and Partners, Parsippany, NJ

**Graphic Designer/Marketing Assistant** • Alliance Funding, Montvale, NJ

## Additional Experience

**Owner/Founder** | Little Dove Design, Freehold, NJ — 2009–Present

- Create stationery and letterpress design for clients including wedding invitation suites, birth announcements, and cards.

## Awards

Wedding Wire • **Couples Choice Award** — 2016

National Stationery Show • **Top 10 Design Winner** — 2014

Stationery Trends • **Trendy Award** — 2012

LinkedIn: [www.linkedin.com/in/monikanatius](http://www.linkedin.com/in/monikanatius)

Portfolio: <https://monikanatius.myportfolio.com>