

Monica Mitevski

◆ FROM THE DESK OF

*NOT TO BE MISTAKEN WITH DIANA ROSS ◆

GREETINGS

I can describe myself as a critical thinker, effective communicator, and an eager collaborator. My design philosophy is that art, design, and language must all work in correlation when developing visual solutions. I believe that a comprehensive process is an optimum way to solve design problems and essential to exceptional design. I have diverse experience cementing and integrating branding into consumers' everyday life, such that it is instantly recognizable through design while fitting seamlessly with lifestyle.

WHAT I VALUE MOST

Hard work, listening, humor, cultural literacy, empathy, craftsmanship, critiques, education, Anderson Cooper, critical thinking, reading, feminism.

EDUCATION

COLLEGE FOR CREATIVE STUDIES

Bachelor of Fine Arts, Graphic Design
3.7 GPA • Detroit, MI • 2009-2013

EXPERIENCES

SHINOLA DETROIT • SENIOR GRAPHIC DESIGNER AUGUST '18

Shinola is a luxury design brand with an unwavering commitment to crafting products that are built to last—from timepieces to leather goods, jewelry to audio. As the senior graphic designer, I work within the Art Department to deliver all creative for the brand, with a focus on digital design. My responsibilities encompass: product packaging, in-store graphics, marketing campaigns, website landing pages, and emails.

Digital Design: Responsible for all digital designs for Shinola. Lead the art direction and strategy on 100+ brand emails throughout the year, managing multiple teams and resulting in increased open rates. I work across departments to create product landing pages to introduce new products to market, and seasonal sales. Also, controlled the design for all digital advertising assets for Shinola owned social channels across Facebook, Instagram, Twitter, Pinterest, etc.

Shinola Hotel: As the senior graphic designer at Shinola, I was responsible for creating all branding for the Shinola Hotel launch. Collateral including but not limited to, stationery, business cards, in-room directory, menus, etc. The Shinola brand is rooted in celebrating the appreciation of quality products and experiences, and it's exactly why the company had an early desire to create a place where visitors and locals could get lost in the wonder of thoughtful design.

Detrola: Shinola launched Detrola in the summer of 2019. Detrola is a true sub-band of Shinola that features its own visual style, packaging, tone of voice and in-store visuals. I was a part of the launch team that designed, planned, and executed the launch to market. I helped create Detrola brand guidelines, on-model art direction, and wholesale guides for wholesale accounts. The 2019 Detrola launch collection, featuring 10 different watch skus, is projected to sell out by December 2019.

ALTAIR ENGINEERING • GRAPHIC DESIGNER APRIL '17 – JULY '18

Altair transforms design and decision making by applying simulation, machine learning, and optimization throughout product life cycles. My responsibilities at Altair encompassed strategy, design, production, and operations. I lead design and art direction efforts for two Altair products: Carriots and PBS Works. I produced digital and print materials - including, but not limited to flyers, brochures, event branding, marketing materials, and trade show booths. I also lead the operational effort of developing new digital data organization structure for the entire marketing team, as well as handled multiple acquisitions and mergers.

DIPLOMAT SPECIALTY PHARMACY • JUNIOR GRAPHIC DESIGNER MARCH '16 – APRIL '17

Diplomat Specialty Pharmacy is the nations fourth largest independent specialty pharmacy. As a Jr. Graphic Designer for the in-house marketing team I was responsible for working on brand awareness, marketing campaigns, video production, acquisition and mergers, as well as leading efforts for digital data organization.

LANDDESIGN • JUNIOR GRAPHIC DESIGNER JAN. '15 – MARCH '16

LandDesign is an award-winning design firm offering urban design, planning, civil engineering, and landscape architecture solutions. I joined the team to development innovative branding solutions for LandDesign clients across all offices. In addition to client branding work, I also worked on in-house projects for LandDesign's marketing team.

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