

FERNANDO MONROY | Art Direction • Graphic Design • Illustration

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PROFESSIONAL SUMMARY:

Diverse and extensive experience in Creative Direction, Art Direction, Conceptual Design, and Project Management with particular experience and expertise in public agencies, financial services, health care, food service, and real estate sectors.

PROFESSIONAL EXPERIENCE:

San Francisco Municipal Transportation Agency, 2013 - 2018

Primary Responsibilities: Art Direction/Graphic Design

- Manage multiple projects and campaigns of varying sizes and complexity both internally and externally along side community partners.
- Develop and manage the creative process for SFMTA marketing campaigns and outreach projects from concept to completion. Interacting with copywriters, photographers and project managers to develop and execute assigned projects. Worked with outside vendors to develop scheduling, supervise photo shoots, press checks, and secure cost estimates.
- Manage the agency's brand standards and refinement. Provide consistent brand guidance and technical visual recommendations to accommodate SFMTA's growth.
- Creative concept, art direction and design for SFMTA's 2013, 2014, 2015 and 2017 annual reports including: planning, identifying report theme, developed budget, create print, on-line and accessible versions of the reports, developed production schedule, worked close with copywriters, photographers and project leaders to develop and execute final pieces.
- Supervise, assign, direct and evaluate art work of designers; ensure all projects are completed in a timely manner. Provide detailed direction to designers, and oversee all on-site logistics.

Catholic Charities of San Francisco, 2016

Primary Responsibilities: Art Direction/Graphic Design

- Manage multiple projects and campaigns of varying sizes and complexity both internally and externally along side community programs.
- Develop and manage the creative process for Catholic Charities marketing campaigns and outreach projects from concept to completion. Interacting with copywriters, photographers and project managers to develop and execute assigned projects. Worked with outside vendors to develop scheduling, supervise photo shoots, press checks, and secure cost estimates.
- Manage the agency's brand standards and refinement. Provide consistent brand guidance and technical visual recommendations to accommodate Catholic Charities' 32 programs.
- Creative concept, art direction and design for Catholic Charities' 2016 annual report including: planning, identifying report theme, developed budget, create print, on-line and accessible versions of the reports, developed production schedule, worked close with copywriters, photographers and project leaders to develop and execute final piece/s.

EDUCATION

Bachelor of Arts in Applied Arts & Science
with Emphasis in Graphic Design
San Diego State University

AGENCY EXPERIENCE

Doremus Advertising, San Francisco, CA (*freelance*)
DDB Advertising, San Francisco, CA (*freelance*)
DQ Advertising, San Francisco, CA (*freelance*)

TECH SKILLS

• Adobe CC Proficient

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Acrobat
Adobe InCopy

• Web Familiar

Word Press
CMS
HTML & CSS

• Office Professional

Power Point
Excel
Word
Outlook

DIGITAL/WEB DESIGN

- Visual Design
- User Interface Design
- Banner Advertising
- E-mail Campaigns
- Website Design

PRINT DESIGN

- Advertising
- Annual Reports
- Brand Standard Development
- Collateral
- Direct Mail
- Typography
- Large Format Signage

INFORMATION DESIGN

- Charts & Graphs
- Info Graphics
- Power Point Presentations
- Document Design
- Way Finding
- Icon & Symbol Design
- Mapping

AWARDS

- HOW Magazine (*Logo Design*)
- Computer Graphics III (*ID Design*)
- Ad Wheel Award (*Annual Report Design*)