

PROFILE

To achieve exceptional outcomes in branding, design, and storytelling, I find that critical thinking and problem-solving count most. Whether working solo, in close collaboration, or leading a department, my ultimate goal is to produce creative work that solves specific challenges and delivers desired results. It's all about executing the most meaningful and effective communications while cultivating great working relationships. From there, all things are possible.

EXPERIENCE

7/2014 – present

TD Ameritrade

CORPORATE

Senior Graphic Designer

As a key member of TD Ameritrade's internal creative force, I concept, develop, and execute digital communications for major marketing campaigns, as well as coordinate and strategize with project managers and creative staff on direction and scope of all efforts. I deliver campaign-related websites, HTML emails, and digital advertisements. Significant contributions include creating a unique company-branded email template that has streamlined and optimized our entire email design and development process. As the subject matter expert of that process, I also provide guidance to teams of internal creative staff, external agencies, and project managers from multiple departments.

7/2005 – present

Steve Monfils Creative

FREELANCE

Creative Director & Freelance Designer/Developer

Steve Monfils Creative provides comprehensive creative services to a wide range of clients—from start-ups, small and midsize companies to large-scale enterprises. Whether I'm working solo or leading a select team of seasoned professionals, the scope of my business covers a broad landscape of rapidly evolving disciplines, including branding, web, email, print, and digital. As principal, I'm also responsible for project acquisition, strategic consultation, and account management.

10/2011 – 7/2014

Infogroup

CORPORATE

Creative Services Designer

Managing the in-house creative department for Infogroup's enterprise-level business unit, I was responsible for designing the unit's corporate branding and identity system, concepting and executing marketing materials, and managing overall workflow. Marketing materials included HTML emails, landing pages, trade-show environments, sales materials, websites, presentation graphics, and both print and online advertisements. Elevating the quality of the company's visual communications, our department executed hundreds of tactics a year.

7/2009 – 10/2011

Brandmuscle

AGENCY

Senior Graphic Designer

Initially hired as graphic designer, I was promoted to senior graphic designer within 12 months—becoming both lead designer and client contact for five major alcohol beverage accounts. In this role, I determined creative strategy with internal management and clients, executed design requests, managed design workflow, and coordinated production with outside vendors. Campaign design solutions I created for print, in-store, and collateral materials covered many key account brands such as Bacardi, Bombay, Disaronno, Dewars, Grey Goose, Martini & Rossi, Chambord, Jack Daniel's, Jägermeister, Jim Beam, Patrón, and Jose Cuervo.

EXPERTISE

PROFESSIONAL

Creative Strategy
Art Direction
Creative Execution
Concepting
Critical Thinking & Problem Solving
Team Management
Account Management
Project Management
Project Acquisition
Relationship Building

DESIGN & DEVELOPMENT

Branding
Web
Email
Print
Digital

CODE

HTML
CSS
SCSS
Javascript

SOFTWARE

Adobe Creative Cloud
Illustrator, Photoshop, InDesign, Dreamweaver, XD, Flash, Fireworks

Apple iWork
Keynote, Numbers, Pages

Microsoft Office
PowerPoint, Word, Excel, Outlook

G Suite
Gmail, Docs, Sheets, Slides

PLATFORM

Wordpress
Hubspot
MailChimp
Drupal

EDUCATION

Bachelor of Fine Arts, Graphic Design

Columbia College Chicago
2008