

## 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

*Senior Graphic Designer*

CORPORATE

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

*Creative Director & Freelance Designer/Developer*

FREELANCE

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

*Creative Services Designer*

CORPORATE

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

*Senior Graphic Designer*

AGENCY

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*

Sketch

Apple iWork  
*Keynote, Numbers, Pages*

Microsoft Office  
*PowerPoint, Word, Excel, Outlook*

G Suite  
*Gmail, Docs, Sheets, Slides*

### PLATFORM

Wordpress  
Hubspot  
MailChimp  
Marketo

## EDUCATION

### Bachelor of Fine Arts, Graphic Design

Columbia College Chicago  
2008