

# MONIQUE HEILESON

I am an experienced digital and print designer with a keen ability to visually translate business objectives into engaging content.

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## SKILLS & TOOLS

Graphic Design

Marketing

Advertising

Adobe Creative Suite

Brand Identity

Typography

UX/UI Design

WordPress

Team Leadership

Microsoft Office Suite

Interactive Design

SEO

InDesign

Infographics

Wireframes

Presentations

Mobile Apps

Inclusive Design

Sketch

PowerPoint

A/V Editing

Web Building

Social Media

InVision

Animation



## PROFESSIONAL EXPERIENCE

MONEEK MULTIMEDIA – Seattle, Washington

2016 – Present

### Multimedia Artist

- I apply entrepreneurial spirit and creative design skills to produce websites, logos, print materials, presentations, social media, SEO, mobile applications, animations, illustrations, branding and infographics for a diverse range of clients.
- I promote brand awareness and maintain graphic consistency across all deliverables. I oversee design projects, conduct competitive analysis, research current trends, create timelines, schedule tasks, coordinate with production managers and review campaign results.
- Select clients include University of Washington, Hive Staging, Camp Shadow Pines, Gerber Engineering, Douglas County Law, West Coast Addition, Evernymn and Show & Tell Tees.

RESPECT NETWORK – Seattle, Washington

2015 – 2016

### Creative Director

- I assumed a leadership role for overseeing key areas including web building, SEO and UX while exercising expert knowledge of development and design concepts and strategies. I presented creative design tactics to various groups and fostered consensus across all stakeholders.
- I made critical contributions towards building interest and notoriety for the company by overseeing design of corporate materials, presentations, website and mobile applications which led to acquisition by Evernymn in 2016.

MEDICITY, INC. – Salt Lake City, Utah

1999 – 2014

### Creative Director

- I held bottom-line accountability for developing brand identity and image. I designed creative assets used across multiple media channels and emphasized brand continuity across various media with cutting-edge graphics, social media platforms, products and web content.
- I spearheaded design of print collateral, corporate materials, tradeshow graphics and websites for product along with design and production for several Medicity customers. I reviewed all production materials, lead A/B testing and managed operational, strategic and administrative functions.
- I developed solid inter-departmental and team member relationships that enhanced workflows and delivery of service. I managed in-house and outsourced teams to create visual content as well as led efforts to recruit, develop, train and coach dynamic production and design teams.
- I made key contributions towards forging brand identity for a company that began with team of seven in 1999 before selling for \$500M in 2011. I remained on staff by request from Aetna to oversee rebrand and direct creative work for a select list of subsidiaries.



BFA in Advertising & Graphic Design (cum laude) – Utah State University – Logan, Utah