



## **MONICA FARAG**

Graphic Designer

### **EDUCATION**

#### ***Purdue University | college of liberal arts***

August 2013 - May 2017

Major: Visual Communications Design

Minor: Communications

### **PORTFOLIO**

[www.monicafarag.com](http://www.monicafarag.com)

### **PERSONAL BLOG**

[www.doseofmonica.com](http://www.doseofmonica.com)

### **CONTACT**

[monicafarag27@gmail.com](mailto:monicafarag27@gmail.com)

[www.linkedin.com/in/monica-farag](http://www.linkedin.com/in/monica-farag)

[www.instagram.com/doseofmonica](http://www.instagram.com/doseofmonica)

[www.instagram.com/monicafaragdesign](http://www.instagram.com/monicafaragdesign)

### **SKILLS**

Adobe Creative Suite

Graphic Design

Advertising

Email Marketing

Websites

Video

Packaging Design

Typography

Print/Digital

### **NOTEWORTHY**

KEIMYUNG UNIVERSITY, SOUTH KOREA

CREATIVE CHALLENGE BOOK AND EXHIBITION

JANUARY 2017 HONORABLE MENTION

### **EXPERIENCE**

#### ***The Goodyear Tire and Rubber Company***

**MULTIMEDIA GRAPHIC DESIGNER, AKRON OH**

**NOV 2020-PRESENT**

- Lead visual design and overall brand identity
- Proactively work with Global Communications clients and team members to develop engaging and functional graphics for internal and external use in web, social media, digital signage and print applications - including stand-alone images and infographics
- Collaborate with directors, managers and executive-level clients to deliver high-quality design concepts and art direction for multichannel campaigns. Illustrate concepts by designing rough layouts of art and copy to present to clients for review
- Produce a range of projects from brand identity manuals, company logos, trade booth signage, print collateral, advertisements (both digital and print), multimedia assets, websites, video and more

#### ***Roop & Co.***

**GRAPHIC DESIGNER, CLEVELAND OH**

**MAY 2017-JANUARY 2020**

- Conceptualized, developed and created visual designs for clients' marketing and communication assets
- Produced a range of projects from brand identity manuals, company logos, trade booth signage, print collateral, advertisements (both digital and print), multimedia assets, websites, video and more
- Coordinated directly with the director of design, account executives, and clients

#### ***Faith IT Solutions***

**GRAPHIC DESIGNER, SOLON OH**

**OCTOBER 2014-PRESENT**

- Create logos using Illustrator and Photoshop for churches and ministries
- Communicate with churches and ministries on designs
- Organize website layouts in order to create more visually appealing designs

#### ***Walk and Create***

**GRAPHIC DESIGN INTERN, LONDON UK**

**MAY 2016-JULY 2016**

- Developed Walk's social media platforms
- Represented agency at networking events
- Assisted founders to compose presentations

#### ***AMG Marketing Resources***

**GRAPHIC DESIGN INTERN, CLEVELAND OH**

**JUNE 2014-AUGUST 2014**

- Designed logos using Illustrator
- Collaborated in internal meetings and discussed client strategy development
- Assisted art directors and production managers on execution of designs