



MONICA HAWS (FARAG)

Art Director

EDUCATION

Purdue University | college of liberal arts

Major: Visual Communications Design

Minor: Communications

PORTFOLIO

www.monicafarag.com

PERSONAL BLOG

www.doseofmonica.com

CONTACT

monicafarag27@gmail.com

www.linkedin.com/in/monica-farag

www.instagram.com/doseofmonica

www.instagram.com/monicafaragdesign

SKILLS

Adobe Creative Suite

Figma

Sketch

Booth Design

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

EVERSANA INTOUCH

ART DIRECTOR, REMOTE

AUGUST 2022-PRESENT

- Work closely with the creative team to develop innovative and visually impactful concepts for pharmaceutical advertising campaigns
- Ensure that all designs align with brand guidelines and regulatory requirements specific to the pharmaceutical industry
- Collaborate with copywriters, account managers, and other stakeholders to ensure a cohesive and integrated approach to campaign development
- Present creative concepts and designs to internal teams and clients, effectively communicating the rationale behind design decisions

The Goodyear Tire and Rubber Company

MULTIMEDIA GRAPHIC DESIGNER, AKRON OH

NOV 2020-AUGUST 2022

- 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