

MONIQUE HEILESON

Visual Designer

experienced + creative + efficient + personable

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I am a creative and versatile visual designer open to new projects and opportunities. I am particularly interested in collaborating with dynamic teams. I am comfortable with tight deadlines – always open to feedback and iteration. I am analytical, motivated, organized, and flexible – notwithstanding ambiguity. I thrive on learning and developing my skills, immersing myself in the latest trends and platforms. I can take projects from kick off to delivery or contribute anywhere in between.

PROFESSIONAL EXPERIENCE

MONEEK MULTIMEDIA – Seattle, WA – Jan 2014 – Present

Founder and Visual Designer

- I design and produce websites, logos, print materials, presentations, motion graphics, illustrations, infographics and more.
- I am detail oriented – conducting competitive analysis, researching current trends, and setting timelines – I iterate, communicate, coordinate production and review results of each project.
- Clients include University of Washington, Microsoft (IoT, Security, and 365), AWS, Micron, Cloudera, Intel, T Rowe Price, Alteryx, Groq, Lereta, Show & Tell Tees, and MultiCare Hospital System.

RESPECT NETWORK – Seattle, WA – Jan 2015 – Sept 2016

Creative Director

- I assumed a leadership role in this start-up – influencing strategies, concepts, and marketing tactics. Creating corporate materials, presentations, website, social media, and UX/design for mobile apps, I collaborated with and developed consensus between founders, partners, and investors.
- My contributions in building interest and notoriety led to a beneficial merger with Evernymn.

MEDICITY, INC. – Salt Lake City, UT – Feb 2000 – Jan 2014

Head of Creative and Design

- I held bottom-line accountability for developing brand identity and image. I designed print collateral, corporate materials, tradeshow graphics, motion graphics, demos, product UI/UX, infographics and websites along with design and production for several of Medicity's customers wider corporate needs.
- I managed in-house and outsourced teams – leading efforts to recruit, develop and mentor resources. I reviewed all production materials, conducted A/B testing and managed operational, strategic and administrative functions.
- I made key contributions in creating and maintaining brand identity for a company I joined as employee #8, which sold for \$500M 12 years later. I remained on staff by request from Aetna to oversee re-brand and direct creative work for subsidiaries.

EDUCATION

BFA in Advertising & Graphic Design (cum laude) – Utah State University – Logan, Utah 1996

ASSOCIATIONS

The Freelance Creatives, Muddy Gecko, Creative Circle, Collective Chemistry & Adobe CreativePros.

SKILLS & TOOLS

Marketing/Advertising
Adobe Creative Suite
UX Research/Testing
UI Design/Development
Microsoft Office/Google Suite

Web/Interaction Design
Brand/Corporate Identity
WordPress/CMS
HTML/CSS
Instructional Design

Mobile Apps
Localization Design
Motion Graphics
Team Mentorship
Infographics/Typography

Presentations
Sketch/Figma/InVision
Accessible Design
Online Events/Webinars
Social Media