

Sharp Designer with fast pen and quick wit. Extensive experience conceptualizing and creating campaigns. Particularly prolific in packaging. Known for skill in clarifying complex concepts. Easily able to turn 1,000 words into a picture or two. Equally comfortable in digital and print, products and/or services, agency and in-house. Fun. Flexible. 97.6% ego-free.

MONIKA KEGEL

Art Director/Senior Designer mk@monikakegel.com www.monikakegel.com

EXPERTISE

Packaging
Identity
Branding
E-mail/Social Campaigns
Icons and Infographics
Corporate Print Collateral
Hand Lettering
Invitations
Posters
2-D Animation
Concept Development
Presentations
Pixel-perfect graphics

SKILLS

Adobe Creative Cloud
Digital Photography
Sketch
Adobe After Effects

EDUCATION

California State University, Chico
B.A. in Graphic Design, Minor in Fine Art
Never Boring Design Associates
Modesto, CA | Intern

AWARDS & PUBLICATIONS

GRAPHIS Design Annual 2008
[Gold Award – Lahlouh Flipbook](#)
GRAPHIS Brochure 6
[Silver Award – Lahlouh Flipbook](#)
Big Book of Design Ideas #3
Applied Biosystems President's Club Nevis
Photo Album and Lahlouh Flipbook
Big Book of Logos #5
Lahlouh Logo

EXPERIENCE

Freelance Art Director/Senior Designer

San Francisco, CA

2007–Present

- Played critical role at HALEYS Beauty by pulling together designs for the brand style guide and corporate positioning presentations, product 1-pagers, packaging, digital ads, promotional merch for rebranding launch.
- Current and Past Clients: Arcadia (Online Gaming), CLK Design (Agency), Collov (Interior Design), Conservation Corps North Bay (Non-Profit), The Diary of Ozz (Band), [Faller Real Estate](#) (Corporate Real Estate), [Fulton & the 44th](#) (Band), [Glass Bottom Brewery](#), HALEYS Beauty, John Masters Organics (Beauty), [Kedge Group](#) (Residential and Corporate Services), Science Exchange (Biotech), SCIEX (Biotech), Skydio (Consumer Goods), Soto Creative (Agency), Starlight Bodyworks (Massage Therapy), Walsh Carter & Associates Insurance Services

Art Director – Global Print and Packaging

Biossance, Emeryville, CA

2021–2023

- Collaborated across teams to bring creative visions to life for sustainable, innovative [package designs](#) for new products, product sets, and limited edition products, and insured all updates were complete for replens, and worked on multiple projects simultaneously in a fast-paced environment.
- The [holiday season gift sets](#) were critical revenue generators. Designed at least 6 gift sets, 3 in-store, 3 online only, with unique family designs, a limited edition Black Friday product, a Giving Tuesday giftable product/set and gift-with-purchase items per season. Artwork delivered to printers on time with press checks to ensure quality and consistency.

Art Director – Packaging and e-commerce

John Masters Organics, San Francisco, CA

2017–2020

- Concepted and designed print ads, limited edition and evergreen [packaging](#), postcards, mailers and product-specific overlabels. Designed [e-mail campaigns](#), display ads, website images, icons and social media assets.
- Minimized printed errors by designing the processes for packaging [design to production](#), including creative reviews, file releases and proof reviews. Created templates, guidelines, and mock-ups. Art directed production artists and photographers, expanded the photography library, and updated brand guidelines and toolkits.

Contract Designer – Packaging

GoPro, San Mateo, CA

2016–2017

- Packaging designer for accessories, including warning guides and instruction manuals. Concepted images for packaging to demonstrate accessory usage scenarios.
- Supported key focus areas including box and sleeve design for [camera and accessory boxes](#), in-box print collateral and packout instructions.

Contract Senior Designer

SCIEX, Redwood City, CA

2010–2015

- Collaborated with the Senior Design Director to create the brand style guide, visual voice and tone for print, tradeshow, web and digital materials for AB SCIEX
- Rebranded to SCIEX and completely redesigned the brand guidelines and all brand materials.

Contract Senior Designer – PSM Group

Applied Biosystems, Foster City, CA

2008–2009

- [Evolved the brand](#) by participating in [branding workshops](#), conceptualized and designed brochures, ads, event/tradeshow collateral and signage, product branding and printed material.