

ANNIE MONFORT

ART DIRECTOR · BRAND STRATEGIST · CREATIVE LEADER



ABOUT

My personal value as a designer is my ability to fuse creative exploration with analytical focus on details. I am a creative leader who is fueled by curiosity, collaboration, and finding new opportunities for innovation.

EDUCATION

MA Design Management

University of Kansas, School of Architecture & Design

Thesis:

*Designing Brand Evolution Strategies:
Co-creating sustained brand value and holistic experience with consumers.*

Coursework & Studies:

Design Management
Marketing Management
Strategic Management
Design Strategies & Methods
Designing Business Services
Design & Strategic Innovation
Advanced Human Factors

BFA Visual Communication

University of Kansas | School of Fine Arts
KU Honors Program | KU Design in Italy

PROFESSIONAL DEVELOPMENT

AIGA Facilitation by Design Workshop

Workshop teaching facilitation skills for hosting design-led workshops and strategic planning sessions.

LeaderShape

Week-long intensive leadership training.

Adobe Certified Training

On-going training in Adobe Creative Suite from certified Adobe Training Specialist

AFFILIATIONS

KC Design Week | Co-Chair 2013-2016

AIGA - KC | KC Design Week Director 2013-2016

Creative Mornings KC | Coordinator 2015-2016

Women in Design - KC

PROGRAMS

Adobe CC | Illustrator, Photoshop, InDesign, AfterEffects, Acrobat Pro, Bridge

Microsoft Office | Word, Excel, PowerPoint

Google Apps

Endnote | **CMAP Tools** | **Symmetry Works**

EMPLOYMENT

Annie Monfort, Independent Art Director & Brand Strategist

Art Director, Graphic Designer & Strategist | Oct. 2015-Present

Full-time, freelance art direction, brand strategy, graphic design and innovation consultation.

Provide innovative solutions to client's needs by designing meaningful strategies supported through design collateral to grow businesses and differentiate brands in their markets.

Design visual identities and brand collateral for small businesses, government entities, and not-for-profit organizations.

Manage all aspects of running a small-business: self-promotion, client relations, invoicing, project management, budgeting.

K&Company, LLC / EkSuccess Brands

Sr. Designer | Packaging Manager | 2006-Oct. 2015

Design & innovate new products for the largest internationally-distributed craft & hobby manufacturer; including design for K&Company, Smash, American Girl Crafts, and licensed brands

Utilize human-centered research methods to define consumer needs, market and visual trends.

Developed a standardized process, and managed package design for K&Company, SMASH & American Girl Crafts®; write and apply brand standards to varied products and marketing formats

Art directed & project managed all product lines by best-selling licensed artist Brenda Walton

OTHER EXPERIENCE

Kansas City Design Week

Co-Chair | 2013-2016

Write strategic plan and lead event planning team for Kansas City Design Week, including facilitating collaboration between, 7-11 participating organizations

Approve all aspects of event planning including: speakers, topics, promotion, budget, and funding

Project manage and art direct graphic designers, web designers, and copywriters in all identity, website, and promotional material creation

Negotiate contracts with speakers and venues

Solicit sponsorship funding

AIGA-KC KC Design Week Committee

Director | 2013-2016

Organize committee member efforts, as well as coordination with other board members

Contribute to the organization's budget planning and strategic planning

CreativeMornings-KC

Coordinator | 2015-2016

Coordinate a small planning committee to launch CreativeMornings KC (a monthly speaker series)

Project manage promotion, event experience, speaker vetting, design, and volunteer efforts

SKILLS

Brand Strategy

Team Leadership

Package Design

Copy writing

Event Planning

Social Media

Art Direction

Graphic Design - Print/Web

Product Development

Market Research

SWOT Analysis

PoP Signage & Marketing

Trend Research & Analysis

User-centered Research Methods

Interaction & Experience Mapping

Workshop Facilitation

Marketing Strategy

Client Relations & Management

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