

Monica Harper

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Professional Experience

Graphic Designer II The Tile Shop

**August 2021 – Present
Plymouth, Minnesota**

- Design and execute visual communications in the context of a physical retail environment including in-store graphics, wayfinding signage, product labels, and more
- Strategizes and implements social media graphics, emails, print graphics, and digital graphics
- Collaborates often across departments and print vendors to develop strong, effective visual solutions
- Creates materials that reflect brand identity and enhance the user experience using Adobe InDesign, Illustrator, Photoshop, Figma, and on-set photoshoots and video shoots
- Solves creative challenges with strategic storytelling and input from key stakeholders

Graphic Design Intern The Tile Shop

**June 2021 – August 2021
Plymouth, Minnesota**

- Managed a rebrand of the HR and Training Department and produced a range of branded collateral including: social media posts, print graphics, and in-store signage that increased employee engagement
- Ensured consistency, clarity, values, and brand voice across all messaging and platforms
- Assisted in the development of brand campaigns in both print and digital settings in Tile Shop locations across the United States

Social Media Marketing Intern The University of Wisconsin – River Falls

**March 2020 – October 2021
River Falls, Wisconsin**

- Developed and scheduled engaging, brand-aligned content across the school mascot's social media platforms to strengthen digital presence and student engagement
- Directed a collaborative creative team of photographers and videographers, coordinating shoots and ensuring content was aligned with storytelling goals
- Edited photo and video content for use on multiple platforms and tailored visuals that resonated with the UWRF student audience
- Strategized new ways to connect with students in response to evolving communication needs during COVID-19, particularly through creative, mission-driven content

Design & Communications Intern Make-A-Wish Minnesota

**January 2020 – May 2020
Saint Paul, Minnesota**

- Wrote clear, engaging content for print materials to support brand messaging
- Designed layouts and created print-ready materials with strong visual storytelling

Education

Bachelor's of Fine Arts in Graphic Design University of Wisconsin – River Falls

Skills and Software

- **Skills:** Print Design, Digital Design, Web Design, Social Media, Brand Management, Art Direction, Photography, Printing Production, ADA Compliance Knowledge
- **Software:** Adobe InDesign, Illustrator, Photoshop, Lightroom, Acrobat, After Effects, Figma, Microsoft Office, Capcut, Project Management Software & Skills