

MONICA HARPER

651-587-2593 | monicanoelharper@gmail.com | monicaharperdesign.com
1847 Randolph Ave, Saint Paul, MN 55105

Graphic Designer II with experience managing brand standards across 140+ retail locations, producing print and digital materials, and coordinating creative projects from concept through final production. Skilled in layout, photo editing, asset management, and maintaining high-quality, brand-consistent deliverables across multiple deadlines.

PROFESSIONAL EXPERIENCE

Graphic Designer II, *The Tile Shop*

August 2021—Present, Minneapolis, MN

- Strategizes and designs retail print materials including: large-format signage, brochures, and educational graphics for placement across The Tile Shop's 140+ retail locations. Coordinates with external vendors to execute projects.
- Collaborates across Marketing to design social media graphics, digital and print ads, motion graphics, and a direct mail campaign distributing 1.4M+ mailers annually, contributing to \$17M+ in revenue over 2025.
- Partners across teams to develop editorial email campaigns, increasing revenue by 18% in 2025.
- Art directs photo and video productions to execute a cohesive vision through developing shot lists, directing crew on set, and providing feedback to achieve creative outcomes.
- Manages projects under tight deadlines through project management platforms such as Basecamp, Monday, and Wrike.

Freelance Graphic Designer, *The Tile Shop*

June 2021—August 2021, Minneapolis, MN

- Collaborated with Human Resources and Training departments to launch a rebrand of those departments to support employee engagement and hiring initiatives.
- Organized stakeholder meetings to discuss marketing strategies, present design concepts, and incorporate feedback throughout the project.
- Designed a range of print and digital graphics including: social media graphics, large and small format signage, event graphics, and editable templates.
- Led educational sessions to help employees implement templated graphics into their workflows.

Social Media Marketing Intern, *UW-River Falls*

March 2020—October 2021, River Falls, WI

- Managed the University's school mascot's social media accounts through designing engaging, brand-aligned content to connect with students, promote university events and programs, and strengthen student engagement.
- Collaborated across departments to execute the #BeLikeFreddy campaign to encourage safe COVID-19 practices through approachable, student-focused storytelling.
- Edited photo content and wrote copy for use on multiple platforms that resonated with the UWRF audience.

Design & Communications Intern, *Make-A-Wish MN*

January 2020—May 2020,
River Falls, WI

- Designed layouts and produced print-ready information sheets, brochures, and gala graphics supporting communications and fundraising efforts.
- Wrote clear, engaging copy for print materials, incorporating visual storytelling and brand messaging.

EDUCATION

Bachelor of Fine Arts in Graphic Design
University of Wisconsin—River Falls

SKILLS & SOFTWARE

- **Skills:** Print Design, Digital Design, Web Design, Social Media, Brand Management, Art Direction, Photography, Printing Production, ADA Compliance & Accessibility, Production Graphic Design
- **Software:** Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Lightroom, Acrobat, and After Effects), Figma, Microsoft Office, Google Workspace, Project Management Software & Skills