

# 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
- 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
- Manages projects by prioritizing tasks and keeping production on track

### 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 – March 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 & SOFTWARE

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