

# MEHIEL CREATIVE

The design studio of Monica Mehiel, an art director, graphic designer and creative strategist based in San Francisco, California.

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## Design Thinking

Creative concepting  
Photo/video/motion art direction  
Design research  
Competitive audit  
Moodboard  
Brand identity  
Visual storytelling  
Vibe + aesthetics

## Design Execution

Typography  
Layout  
360° campaigns  
Digital/ecommerce  
App  
Print  
Packaging  
Environmental  
Experiential  
Social  
Brand book  
Brand guidelines  
Mastery of design programs

## Selected Clients

Sephora  
GE  
Popsugar  
Salesforce  
Visa  
Nordstrom  
Lionsgate  
Lowe's  
Oakland A's  
State of California  
The North Face  
Bay Club  
Everlane  
Title Nine  
Walmart  
Sitecore  
Crow Canyon

## Freelance Art Director & Lead Designer [self-employed] — 2007 to present

I have 14 years of hands-on graphic design and art direction experience. I currently work with creative agencies and clients to help brands reveal and celebrate their unique stories. My favorite projects involve high level branding [visual identity stuff], vibe setting [er, moodboarding] and building out concepts. I also thrive in the details— I can retouch photos, churn out social posts by the dozens, or figure out EXACTLY HOW we could execute that one idea we love so much.

## Art Director at Brandcast — 2016 to 2017

Designed and created custom websites for GE, Visa, Lowe's and other global brands on the Brandcast web design platform. Helped create and execute concept/design of a branded lounge experience at SXSW and a product demo booth at AIGA Design Conference. Assisted creative director on internal rebrand and marketing efforts. Collaborated with product and engineering teams on app interface design and feature implementation.

## Consulting Digital Art Director at Stella & Dot — 2015

I was brought in by the VP of marketing to conduct a brand audit across all channels. I designed and presented a new brand book, brand guidelines, ecommerce website design, offer repositioning, lifestyle photo shoot, content strategy and digital marketing templates.

## Senior Visual Designer at Popsugar / ShopStyle — 2014 to 2015

Lead ShopStyle's creative marketing efforts across web, print, event, social and mobile. Highlights included creating branded event collateral for SXSW and Coachella and working with the Creative Director on a ShopStyle rebrand. I also refreshed all digital marketing templates to achieve higher click through and conversions on emails, ads and site modules.

## Contract Art Director at Salesforce — 2014

Collaborated with creative directors, business directors and agency partners to roll out a new product offering, establishing its presence on salesforce.com and at the 2014 Dreamforce conference.

## Digital Designer at Sephora — 2012 to 2014

Art direction, design, product styling and photo direction for Sephora's lean and successful digital creative team. Highlights: contributing to two seasons of record-breaking holiday marketing efforts and designing high-profile product launches for in-demand brands like Urban Decay and Elizabeth & James.

## Designer & Junior Art Director at Men's Wearhouse — 2008 to 2011

Art direction and design across multi-million dollar prom and bridal marketing efforts. Large projects included in-store signage, direct mail, catalogs, magazine ads and billboards.

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