



ELSA MONNIER

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Senior Art Director responsible for the creation of trailers, marketing videos, marketing art commissions, cross-channel campaign management, social media activations, motion graphic, photo and video shoot direction, research, and reporting presentations on relevant content, design and technology trends, as well as creating and advising on UX.

PROFESSIONAL EXPERIENCE

2012-PRESENT

WIZARDS OF THE COAST SENIOR ART DIRECTOR

- Art Directed game trailers and videos that reached #1 trending on YouTube
- Directed digital marketing campaigns that contributed to record sales and increased campaign traffic by 80%
- Developed concepts and directed the use of motion graphics that expanded the reach of the brand's advertising
- Directed marketing art and identity for new digital games and applications performing 30% above existing art
- Assisted in the direction of video and photo shoots for creative executions appealing to our demographics
- Lead creative exploratory sessions that resulted in new branding materials and treatments
- Increased viewership by 37% by redesigning the Daily MTG hub
- Researched latest advertising, design, and technology trends, and reported on their potential applications
- Strategized A/B tests which provided data that helped us realize efficiencies for future campaigns

2008-PRESENT

FREELANCE GRAPHIC DESIGNER

- Designed publications that presented new artwork in experimental ways that matched the art and/or exhibit
- Created web experiences that complemented the artists' personalities and mediums
- Created exhibit brand design, typography, signage, and production of promotional printed materials

2009-2010

GALLERY 110 GRAPHIC DESIGN INTERN

- Designed promotional printed assets and gained experience in gallery event advertising, planning, and hosting

2006-2008

STANLEE AND GERALD RUBIN CENTER FOR THE VISUAL ARTS GRAPHIC DESIGNER

- Designed and art directed the creation of exhibit printed publications and promotional materials
- Acquired experience on wall signage design and assembly
- Gained knowledge of behind the scenes curatorial and technical processes, administration, and visitor services

SKILLS

CREATIVE

Art direction, motion graphics, cinematics, creative briefs, art commissions, digital advertising, concept development, interaction/experience design, research, print, brand expression, creative design, style guides, script and copy writing, photo/video shoot direction.

TEAM LEADERSHIP

Communication with business partners, concept pitch presentation, leading line reviews for VP's and senior management, cross-team collaboration, communication with multi-disciplinary agencies, vendor management, review and approval of assets, reporting insight on latest trends and their potential use, maintaining clear and constructive communication with designers, identifying and nourishing designer skills, motivating and promoting their success, as well as curating their participation on appropriate projects.

TOOLS

Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Premiere, Office, Mac, PC.

EDUCATION

2003-2008

UNIVERSITY OF TEXAS AT EL PASO BFA | MAJOR: GRAPHIC DESIGN | MINOR: METALS

2001-2003

INSTITUTO TECNOLÓGICO Y DE ESTUDIOS SUPERIORES DE MONTERREY COMPUTER SYSTEMS ENGINEERING

EXHIBIT PARTICIPATION

2012

JEWELERS' WERK GALERIE STUDIO JEWELRY FROM THE UNIVERSITY OF TEXAS AT EL PASO: STUDENTS OF RACHELLE THIEWES. WASHINGTON, DC

2010

EL PASO MUSEUM OF ART EXHIBITION IN MOTION. EL PASO, TX

GALLERY 110 FOUNDATIONS: REACHING BEYOND THE IDEA OF SIMPLE ATTIRE. SEATTLE, WA

2009

BUYERS MARKET OF AMERICAN CRAFT 2009 NICHE AWARDS, FINALIST. PHILADELPHIA, PA

2008

GLASS GALLERY UTEP PERSONALLY DISORDERED, BFA SHOW

STANLEE AND GERALD RUBIN CENTER FOR THE VISUAL ARTS 2008 ANNUAL UTEP STUDENT ART EXHIBITION. JURIED BY BRADFORD LAWTON. BEST GRAPHIC DESIGN AWARD

PUBLISHED WORKS

2016

WALKS WORKS BY SUZI DAVIDOFF

2015

RACHELLE THIEWES: SOMETHING GLEAMS

2014

RACHELLE THIEWES BLAZE

2009

500 PLASTIC JEWELRY DESIGNS LARK BOOKS, USA. ORDER/CHAOS BRACELET B, P. 303