



MONICA DIXON-CONLEY

GRAPHIC DESIGNER

PHOTOGRAPHER

ARTIST

MFCONLEY@OUTLOOK.COM

WWW.MONICA-CONLEY.NET

Resume

Skills

- Adobe CC: Photoshop, InDesign, Illustrator
- Digital Photography
- Plan-O-Gram
- Merchandising
- Customer Service & Relations
- Cash Handling
- Point of Sale
- Management & Training of Jr. Personnel
- Creative Problem Solving
- Mac OS
- Microsoft Office
- Windows OS

Education

University of Maryland University College, 2008-2018

Bachelor Degree - BA, Graphic Communications

Art minor

Work Experience

Graphic Designer, June 2010 - present: Freelance

- **April 2018** - Business card design, front and back, with custom illustrations for a college professor who is planning on using her qualifications after she retires. There was a lot text required for the card, including licenses, certifications, and academic credentials to list as well as services offered, along with the standard contact information. I took inspiration from her love of Native designs and Southwestern color palettes to create a Native-inspired pattern that makes her card stand out from the typical black and white, no frills, clinical approach, while carefully balancing the text on the front to be both readable and all-inclusive of everything she wanted to say.
- **March 2018** - Namaste Yoga logo. Designed to be simple, colorful, and usable on everything from business cards, letterhead, t-shirts and even the studio window. I used a stylized lotus to retain aspects of more traditional eastern imagery while still maintaining a modern feel. Bright colors make the design pop and stand out.



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- **June 2015** - Logo re-creation. I was sent a cellphone photo of an existing logo that was painted on a door window and asked if I could replicate it as a digital file to be used elsewhere. This was a simple matter of matching text to a typeface, color palettes, and constructing an illustration to match what had been painted on the glass. The job was made difficult due to the amount of visual clutter behind the glass in the photo, but the end result nearly identical.
- **June 2015** - Folio design. For this project, I was asked to design a folio to match an existing logo utilizing an established color palette. A previous folio design that matched color-wise was being phased out for something more consistent with the existing corporate identity. I took inspiration from that, not wanting to make any drastic changes, and implemented a similar layout, but utilized shapes from the logo itself, rather than random geometric shapes. The result was a more cohesive identity across multiple examples.
- **May 2015** - Label design, designed a shipping label to include an existing logo and a slogan.
- **May 2015** - Layout, complete overhaul and re-design of a Spanish language informational packet to match an existing design for the English version.
- **October 2013** - Promotional package, designed matching poster, brochure, and set of four invitations for an annual charity auction event. For this project I was presented a general theme and color palette based on decorations that had already been purchased and asked to design a promotional package consisting of four separate invitations, a poster, and an auction brochure. The HT auction committee had been so pleased with my designs from the previous year, as well as my willingness to offer advice and accommodate changes in a timely fashion that they asked me to design for them a second year.
- **September 2013** - Window poster. I was asked to design a quick seasonal hiring poster for a local business to be placed in their store window because they wanted something other than the standard "Now Hiring" and needed certain requirements listed. This was a matter of making sure the text they wanted highlighted stood out and keeping everything aligned and looking tidy.
- **August 2013** - Poster design. I created the "District Pride" poster used at managerial conference for Gamestop district 313. This was a fun project to work on, even though the poster was a one-off and was going to be subject to a lot of rough handling and wouldn't survive. I was given an idea or two, and asked if I could come up with some sort of slogan to include. Because there was only ever to be one of these posters, I made it by hand, sketching, and then inking the text and images myself. It was a simple, three color job that needed to travel by plane, so I made sure it could be folded without creasing anything important.



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- **September 2012** - Promotional package. I was approached to design a matching poster, brochure, and set of four invitations for an annual charity auction event. This charity auction funds extra-curricular activities and fun events all year for the only school in a small rural town. Their previous graphic designer cancelled on them suddenly, and one of the committee members recommended me as a replacement. I was presented with a theme, color scheme, and asked to design something fitting. Because it's a parochial school, I avoided anything that might be deemed offensive.
- **August 2010** - Promotional flyer, designed for a Beta Beta Beta, Alpha chapter social event. I took photos in one of the chemistry labs to use on this flyer, as they wanted more than just text, and to convey that Tri-Beta is a science oriented organization for anyone not familiar with them.

Shift Manager (SGA), 2011-2015: Gamestop, Inc

Managed and trained junior staff, utilized Plan-O-Gram and marketing reset communications to ensure promotional materials were current, maintained multiple category inventories, utilized POS software - front and back office, processed incoming shipments, prepared outgoing shipments, and provided excellent customer service

Command Ombudsman, 2000-2003: Naval Pacific Meteorology & Oceanography Center, MET/JTFC

Acted as a direct liaison between the Commanding officer and military families, directed and referred families to appropriate resources as needed, maintained strictest confidentiality and protection of personal information practices, maintained the emergency phone tree database

Honors & Activities

- **2009-2017:** Dean's List
- **2011-2015:** Excellent Customer Service award (x3) for actively working to resolve customer issues, going above and beyond
- **2009:** Cash award, Excellence in Customer Service pin, personnel record entry, fourth quarter, for processing over 5,000 military uniforms for 32 commands, one of the Navy's largest uniform releases
- **2006:** Raised \$6,000 for the Whidbey Dragonboat Team, 2006
- **2005-2006:** Organized and coordinated Khaki Ball theme and decorations with a \$4,000 budget
- **1994-2001:** Regularly hosted holiday meals for command single sailors in California, Mississippi, Iceland, and Hawaii