

GRAPHIC DESIGNER



ART DIRECTOR

MONICA G ROKUS

QUALIFICATIONS

- | Over 35 years of experience in effective design and production of advertising, collateral and other marketing materials
- | Comprehensive knowledge of print production process and all technical requirements
- | Extensive expertise coordinating multi-projects in a team environment
- | Expert in establishing, managing and maintaining effective working relationship with clientele, staff and third party vendors

Corporate marketing strategist with extensive experience directing and creating distinctive brands and advertising campaigns. Award-winning graphic designer and art director experienced with corporate identity, packaging, print collateral, advertising, annual reports and web. Special emphasis on conceptual design and communication goals with high attention to detail.

AFFILIATIONS/ CERTIFICATIONS

- | Member, AIGA (American Institute of Graphic Arts)
- | Member, Art Directors Club of Metropolitan Washington (1976-1989)
- | National Association of Professional Women (2012-present)
- | Director of Women, American Sokol, Washington, D.C. Chapter, Inc. (1988-1994)
- | Volunteer, Embassy of the Slovak Republic (2000-present)
- | Volunteer, The American Lung Association, The Leukemia & Lymphoma Society (2006-present)

WORK EXPERIENCE

MONICA G ROKUS / Freelance, Washington D.C., 2012 – present

Print communications materials, including magazine and newspaper ads, brochures, direct mail, web design, as well as trade show designs and other forms of marketing and sales collateral.

Breckenridge Design Group, Art Director, Washington, D.C., 1987 – 2012

- | Lead role in the design and production of print, identity, packaging, web design
- | 'Hands-on' creative
- | Issues management
- | Managed press checks, art directed, supervised team design efforts

Rokus Design - Studio Owner / Art Director, Washington D.C., 1976 – 1987

- | Maintained production schedules and budgets
- | 'Hands-on' creative
- | Managed vendors and served as client liaison

EDUCATION

- | International Baccalaureate, Gympos - Kosice, Czechoslovakia, 1968 (Humanities)
- | Georgetown University, 1969-1972
- | Corcoran School of Art, 1973

SOFTWARE PROFICIENCY

ADOBE PHOTOSHOP	●●●●●●●●
ADOBE ILLUSTRATOR	●●●●●●●●
ADOBE INDESIGN	●●●●●●●●
QUARK EXPRESS	●●●●●●●●
MS WORD	●●●●●●●●
POWERPOINT	●●●●●●●●

CONTACT

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