

Sean Monroe

CREATIVE DIRECTOR

Twenty years of hands-on experience leading design teams and collaborating across departments to create and maintain company brands, and develop strategic, data-driven marketing campaigns and UI/UX designs. Clients include Disney, Google, Autodesk, Coke, Toyota, and McKesson.

EXPERIENCE

Cybernet Entertainment, San Francisco // Creative Director

MAY 2016 - PRESENT

Upholding the company's brand and establishing sub-brands. Recruiting, training, and managing a team of creative professionals. Leading the production of web, print, and digital marketing collateral. Analyzing market trends to design data-driven marketing campaigns. Meeting budget standards by forecasting and managing expenses. Creating and testing UI/UX design and usability of apps and online services.

Present Creative, San Francisco // Art Director

SEPTEMBER 2015 - MAY 2016

Working with clients from concept through the creative process. Strategizing with project managers to exceed client expectations. Supporting, directing, and mentoring artists in fluid creative teams. Serving as a strategic member of the business development team. Designing presentations, 2D/3D motion graphics, and UI/UX for apps.

Kinesis Studio, San Francisco // Creative Director

MARCH 2011 - SEPTEMBER 2015

Driving the creative vision to develop thoughtful interactive experiences. Mentoring and directing team members while working closely with interdepartmental teams to achieve project goals. Creating and maintaining brand identity. Developing creative briefs to present internally to gain company buy-in. Working with sales team to develop and present proposals to potential clients.

EDUCATION

Westminster College of Computing, London, UK — *Certification in Web Design*

Diablo Valley College, Pleasant Hill, CA — *Associate of Arts Degree*

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Portfolio:

www.seanmonroe.com

SKILLS

Delivering exceptionally designed marketing campaigns.

Project tracking, time management, and budget management.

Recruiting and managing creative professionals with supportive leadership.

Working with interdepartmental teams to complete projects successfully.

AWARDS

Communicator // ENT Award of Excellence: "Avatar the Exhibition" SocialStage

Communicator // Gaming Award: Coca-Cola Interactive Kiosk

Flash Forward // Best in Mobile Tablet: Snibbe Studios Gravillux App

ID Magazine // Design Distinction: "Avatar the Exhibition" Multitouch Tables

Admark // Addy Award: Direct Marketing Campaign

MarCom // Gold Award: e-Newsletter

National Health Info // Gold Award: Brochure/Pamphlet

SOFTWARE

Adobe Creative Suite, DaVinci Resolve, Blender, Cinema 4D, Logic Pro, Figma, Sketch, Notion, JIRA, Monday, Trillo