

MONICA * MANGANO

Senior Art Director / Graphic Designer

I'm a Brooklyn-born and based creative with a strong background in branding development, logo design, storyboarding, packaging, and copywriting. I execute creative campaigns across various touchpoints—including social, web, and retail, while conceptualizing and executing product launches, content initiatives and online focused campaigns. My creative approach blends bold, boundary-pushing ideas with sharp wit and urban edge. I develop brands from start to finish, from initial concept design to final product execution.

Work Experience

Art Director / Senior Graphic Design Lead

Digital Energy World, 2019 - Present

- Responsible for creating and managing branded content across multiple Amazon platforms from start to finish. Responsibilities include: variety of product design and branding, photo retouching, sales material, Amazon listing content, social media posts and website development for a variety of brands such as DrainX, Grip All-In-One, Nadex, Nature's Freedom and Teachers Choice.
- Lead end-to-end graphic design for retail products, including product photography, packaging design, video ads and in-store display graphics.

Production and Packaging Designer

iWorld, LLC, 2018-2019

- Conceptualized storyboards and packaging for electronic, fitness and pet accessory brands including Core Audio, FormFit, and Ellen Degeneres's Dog Product line ED. After the ideation process, I worked with my art director to solidify campaign strategy. I created integral stylistic elements, edited and guided projects to their final execution.

Graphic Designer

Fesco Distributors, 2017-2018

- As an In-house designer, duties include: conceptualize, redefine, and execute designs for electronic brands such as COBY and Chargeworx. Responsibilities include illustrations, logos, badges, packaging, mockups, displays, photo renderings, presentation boards and more.

Contact

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designbymonica](https://www.linkedin.com/in/designbymonica)

website: nycmango.com

Education

BFA - Communications Design

Pratt Institute, New York

2013-2017

- Presidential Merit Based Scholarship,
Dean's List

2013-2017

Skills

- Digital Marketing
- Branding & Identity
- Illustration & Copywriting
- SEO
- Initial Storyboarding
- Packaging Design
- Retail Campaigns
- Social Media Content
- Painting & Mural Work

Softwares

Adobe Creative Suite, focusing in:

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- MS Office XP
- GoDaddy, Shopify
- Infusionsoft
- ServiceMinder.io
- Motion Graphics, Moovly
- Amazon SellerCentral