

MONICA MARCIL

VISUAL DESIGNER

monicamarcil.com
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linkedin/monicamarcil
North Hollywood, CA

EXPERIENCE

MICROSOFT GTA Graphic Designer Mar 2024 — Aug 2025

Led visual development of employer brand Global Talent Acquisition marketing. Spanning digital, print, and environmental design—supported high-impact initiatives including diversity hiring events, datacenter recruitment, and internal brand alignment across geographies.

- Designed booth graphics, and print and web banners for major events, such as NABA, ensuring visual consistency and timely delivery under tight deadlines
- Collaborated with stakeholders and external agencies to develop creative assets for hiring campaigns, including animated and static visuals
- Produced Microsoft Global Talent Acquisition Playbook, enhancing internal communications and brand cohesion of internal and external facing assets.
- Supported the MSFT Global Careers site refresh, created mock-ups, assets, facilitated design approvals, and ensured accessibility and brand compliance

SNAP INC. Production Designer Feb — Jul 2023

Prototyped UI Ads to boost product visibility and drive traffic for Snapchat Business. Enhanced SEO with curated blog content. Efficiently scaled web content using templates. Crafted animation and key art content guiding global SMBs to Ads Manager using Figma, Photoshop, and After Effects.

- Contributed to Figma design systems libraries for Snapchat UI/UX and created a Bitmoji design library for US and MENA.
- Collaborated with regional translators for international design adaptation, resulting in increased user engagement
- Produced, edited, and optimized video assets for fast web performance.

MICROSOFT STORE STUDIO Production Artist Apr — Dec 2022

Developed production assets and comprehensive documentation for Microsoft Store Studio properties and global programs, ensuring worldwide operational efficiency. Supported successful platform migration to Adobe Experience Manager (AEM), ensuring user experience consistency through rigorous testing.

- Implemented efficient vector icons across global markets.
- QC'ed site navigation for consistent user experience during global deployment.

CAPITAL GROUP Production Artist Mar 2020 — Mar 2022

Integrated database content into financial data presentations in PowerPoint and Excel to produce up-to-date sales materials for marketing teams and key stakeholders. Created presentation templates and animation services for corporate educational videos.

- Developed quarterly email newsletters within Outlook, facilitating process communication and updates for the Capital Group sales and management teams.

SUMMARY

Branding and user advocate, with focus on design systems, UI/UX, and implementation. A generalist with a broad skill set, I have worked with agencies and in-house teams, across pharma, fin-tech, and marketing. Proficient in the Adobe Creative Suite, and have experience in branding, production for web and print, UX prototyping, design systems, motion graphics, and using Generative AI tools.

SKILLS

ADOBE CC: Illustrator, InDesign, Photoshop, Acrobat, AEM, After Effects, Premier

UI/UX: Figma, Framer, Sketch

OFFICE: PowerPoint, Excel, Word, Google Slides, Keynote

WORKFLOW TOOLS:

Asana, Jira, Azure ADO

GENERATIVE AI:

Midjourney, Dall•E, ChatGPT, Adobe Firefly, Co-Pilot

EDUCATION

THE ART INSTITUTE OF SEATTLE
BFA Graphic Design/Honors

GENERAL ASSEMBLY

User Experience Design Immersive

SCHOOL OF VISUAL ARTS

Continuing Education, AI for Artists: Strategies for Success

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EXPERIENCE [PAGE 2]

WLT-TAG/STUDIO1 Digital Production Designer April — Dec 2019

Developed PowerPoint templates and presentations, created digital forms for users, updated, versioned, and edited print and web marketing materials for client Amgen.

- Created on-brand banner ads, pamphlets, magazine ads, promotional print materials and updated medical legal copy across print and web.

ACE CONTENT Social Media/Production Designer Jul 2017 — Jul 2018

Created UI mock-ups, social media assets, gifs and videos for pages and feeds, and developed presentation decks for Facebook. Formatted OOH and digital campaign assets for UberEats. Worked with writers and motion graphics editors to produce deliverables. Drafted and edited Keynote and Google Slide presentations for clients Facebook and YouTube.

GENERAL ASSEMBLY Teaching Assistant Dec 2016 — Jan 2017

Wrote and distributed email instructions with class notes; scheduled and held student review meetings; recorded class progress; and provided student feedback, resources, and guidance.

LANDOR Production Designer Aug — Nov 2015

Produced brand identity artwork, versioned logos, drafted PowerPoint presentation and templates, generated print collateral for clients J+J and JP Morgan Chase Signature.

SY PARTNERS Production Designer May — Aug 2015

Produced print materials for exhibit displays, work sessions, and learning seminars for corporate clients. Large format printing, promotional and corporate educational material crafting and assembly.

HNW Studio Production Designer Aug 2012 — May 2015

Created and implemented corporate PowerPoint templates, edited design layout, and produced detailed web and print content on advertising and collateral pieces for this finance-oriented marketing firm. (Clients included BNY Mellon, Charles Schwab, and Citi Bank.)

INTERBRAND Branding Production Artist Nov 2011 — Jan 2012

Created assets for branding guidelines documents, demonstrating brand strategy to client and vendors. Prepared training presentations, produced templates, provided production support to design teams for environmental print campaigns & web design. Edited logos, designs, and presentations for delivery to client Humana.

REFERENCES

SHAR-DÉ RICKETTS

Microsoft GTA Program Manager

SHANNON MAUTONE

Snap Inc. Design Director