

Monika L Pravs

artist  graphic designer

Profile

Productive, enthusiastic design professional with extensive experience in communications, design, project management and art direction. Flexible team player who thrives in environments requiring ability to effectively prioritize and juggle multiple concurrent projects. Exceptional listener and communicator who effectively conveys information verbally and in writing. Possess excellent interpersonal and time management skills while maintaining client and vendor relations. Demonstrable graphic design skills including computer illustration and photo manipulation with a strong online portfolio.

Expertise

Project Management and Art Direction

Coordinate projects from beginning to end. Talk to clients to develop an artistic approach and style. Plan, develop and design concept timelines. Obtain client approval by presenting final layouts. Improve quality results by studying, evaluating and re-designing processes. Deliver status reports. Direct final review and develop print specifications. Identify vendors for bidding process. Set print production schedule and resolve operational problems and review proofs/ final deliverables.

Sign Production

Providing directional and informational signage for:

- DPD offices
- community outreach offices (store fronts)
- events
- homes for sale
- on location contractor construction

Research area/location to determine size and medium to be used.

Experience

Department of Planning and Development (DPD), Philadelphia, PA

Graphic Design Specialist/July 1, 2017 to present

Division of Housing and Community Development (DHCD), Philadelphia, PA

Graphic Design Specialist/August 1998 - June 2017

Responsible for all art direction, design and production for DPD. Manage and create design projects for the Division of Housing and Community Development, PHDC, Historical Commission, Commerce Department, as well as more than 50 community groups, real estate developers and other City agencies. Primary creative liaison for agency and group directors, real estate developer management team and departmental vendors. Delegates projects to the photographer, web developer, copy editor, proofreader and translator.

Branding

Create graphics, written and printed collateral to uphold the department's brand and visual identity, including hands-on experience with:

- logos
- business cards
- letterhead
- info-graphics
- websites
- social media

Communicate with senior management to develop a brand that reflects the agency's core values and ideals while maintaining graphic consistency across all deliverables.

Procurement and Contract Management

Review and rewrite print contract. Set technical specifications for bids and RFPs. Oversee bid process. Provide cost itemization for each print job in order to obtain a purchase order. Review incoming invoices for accuracy and to approve. Review quality of vendor performance.

Marketing

Plan, research, present and produce multi-themed promotional, educational and informational materials designed to increase public awareness of departmental programs and services.

These include:

- annual reports
- event invitations
- press kits
- media advertising
- flyers
- brochures
- signage
- posters
- inserts
- website content
- social media content

Dedicated to graphic consistency across all deliverables and understanding marketing initiatives, strategic positioning and target audience.

Legal Advertisement Production and Placement

Formatting text and ad size to maximize clarity and minimize cost. Reserve space at publication. Fill out required paperwork and specifications. Log all outgoing legal notices for legal purposes and approve all advertising invoices.

Education

Moore College of Art and Design, Philadelphia, PA
BFA, Graphic Design

Art Institute, Philadelphia, PA
Continuing Education, Advanced Computers

Moore College of Art and Design, Philadelphia, PA
Continuing Education, Digital Media for Print and Web

Programs

Adobe Creative Cloud

(InDesign, Photoshop and Illustrator)
Mac & PC

Microsoft Office