

Monika L Carson

artist  graphic designer

Experience

Department of Planning and Development (DPD)
Philadelphia, PA
Acting Graphic Design Administrator/February 2024 to present

Department of Planning and Development (DPD)
Philadelphia, PA
Graphic Design Specialist/July 2017 to February 2024

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 Philadelphia Art Commission, Philadelphia City Planning Commission, Division of Development Services, Division of Housing and Community Development, Philadelphia Historical Commission and Zoning Board of Adjustment, and DPD's nonprofit partners, PHDC, Philadelphia Land Bank, and Philadelphia Redevelopment Authority. Primary creative liaison for agency and group directors and departmental vendors. Delegates projects to the Graphic Design Specialist, photographer and web developer.

Expertise

Supervisory

Oversees and delegates work to Graphic Design Specialist and Graphic Design Intern. Participates in their initial meetings with internal clients to ensure that expectations for deliverables and timelines are mutually agreed upon and understood. Partners with Specialist and Intern to brainstorm ideas and concepts. Holds weekly check in meetings to track progress on projects, provide input and advice, and help troubleshoot. Reviews work product before submitted to clients. Reinforces policies and procedures (e.g. use of One Philly). Conducts annual reviews and approves timecards.

Communications Unit Management Team

Participates in annual planning by advising DPD Deputy Director for Communications on appropriate goals and objectives related to graphic design. Monitors and updates Department Director on progress towards these goals and objectives. Advises Department Director on concerns and opportunities for Unit and recommends courses of action.

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.

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.

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:

- infographics
- 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.

Vendor Relations

Manages all aspects of relationship with contracted professional printer. For both digital and offset printing methods, maintains expertise on specifications. Determines optimal specifications for all professionally printed DPD and PHDC documents. Works with vendor to trouble-shoot and help ensure on-time completion of printing jobs. Reviews proofs, estimates and invoices. Navigates procurement systems to ensure timely payment to vendor. Coordinates proofreading, translation.

Programs

Adobe Creative Cloud

(InDesign, Photoshop and Illustrator)
Mac & PC

Microsoft Office

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

