



contact

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Design has always been my language. As a child, what words couldn't express then, creativity could. I bring curiosity and care to every project, leading with vision, heart, and precision. As a bilingual designer with a BFA in Communication Design, I take a thoughtful yet bold approach to every project. Joyful in the process and intentional in craft, I believe that great design does more than look good; it inspires, empowers, builds momentum, and transforms creative challenges into the beauty of impact.

skills

Brand Identity + Development
Attention to detail
Visual Design
Digital Design
Illustration
Storyboarding
Motion Graphics
3D
Social Media Design
Print + Production
Art Direction

expertise

Illustrator
XD
Cinema 4D
Dimension
Indesign
Lightroom
After Effects
Photoshop

language

Spanish **Intuitive**
English **Proficient**

values

Hard Worker, Listener,
Collaborative, Energetic,
Motivated, Personable,
Ambitious, Organized

awards

2023 GDUSA InHouse Award
2022 GDUSA InHouse Awards
2022 IHAF Gold Awards
2019 Maxi Silver Awards

EDUCATION

Milwaukee Institute of Art and Design - BFA, Communication Design 2014 - 2018

273 E Erie St, Milwaukee, WI 53202

Dean Recognition Scholarship, MIAD Grant

L' Ecole De Design

2017

Rue Christian Pauc, 44306 Nantes, France

EXPERIENCE

Freelance Creative Director

2023 - Present

Nopalogy

Los Angeles, CA

Led brand development and creative direction for Nopalogy Beverages, driving a bold, cohesive identity from concept to launch. Re-defined and enforced brand standards across digital, print, and experiential platforms to ensure impact and consistency. Directed a cross-functional team and partnered with top marketing consultants to deliver multi-channel campaigns (UX/UI, video, OOH, launch activations) laying the brand foundation for the startup's debut.

Graphic Designer

2018 - 2023

Marketing, Brookfield Properties Retail

350 N Orleans St #300, Chicago, IL 60654

Led visual direction for multiple brands across print, digital, video, and photography from concept to execution. Defined and implemented cohesive brand identities, ensuring consistency across 170+ properties. Delivered high-impact creative solutions that elevated campaigns and drove record-breaking revenue. Championed the rebrand of key properties, establishing a refined visual language and design standards. Recognized for a detail-driven approach that balanced creativity, precision, and strategic storytelling.

Digital Design Intern

2018

Creative Department, Hoffman York

200 N Water St., Milwaukee, WI 53202

Delivered creative solutions for agency and client projects while supporting marketing initiatives. Evolved and maintained brand standards in digital advertising for Montana Tourism, Wahl, and Wisconsin Lottery.

Volunteer

Advisor

2021 - 2022

Metro Achievement Center

310 S Peoria St, Chicago, IL 60607

Fostering academic growth, character development, a spirit of service and interior life by unlocking a student's individual potential. Developed student friendships, and motivated students to improve in school and personal life.

Brookfield Hispanic/Latinx Professionals Employee Resource Group

2021 - 2022

Brookfield Properties Retail

350 N Orleans St #300, Chicago, IL 60654

Vice-Chairperson of the employee resource group where the board strived to build a resourceful collaborative network that promotes growth, cultural awareness, and professional development.