

Summary

Hi I'm Monique. I am a multi-talented hybrid creative artworker, designer, entrepreneur, business owner and manager.

With hard work ethic, passion and creativity at the heart of everything I do I have weaved my way through a variety of roles, each with their own set of creative challenges. I love working with people doing different things. No job is too big or small. I always apply the same enthusiasm and energy into everything I do.

My entrepreneurial side enabled me to design, launch and run my own business after having my first baby. Whilst my attention to detail, organisational and people skills were key to running an artwork & design studio and resourcing a London advertising agency. I was the lead hybrid designer & artworker in fashion & retail, where I worked directly with the brand CEO on the run up to launching a new fashion brand.

With time and experience behind me, I am able to adapt quickly to new situations, very capable of managing my time efficiently, juggling projects as well as working on my own or part of a bigger team. The experience I gained from such variety I am able to take these combined skills and apply them to a very competitive and ever-changing working landscape.

I have a breadth of experience across FMCG, fashion & retail, technology, tourism, and the food & beverages sectors.

SKILLz

Advanced Photoshop | Advance Illustrator | Advanced InDesign | Intermediate Figma | Intermediate Aftereffects | Shopify | Intermediate Powerpoint | Intermediate Mailchimp | Intermediate Canva | Beginner MidJourney Ai

EXPERIENCE



GRAPHIC DESIGNER

DO.

Sydney Freelance, May 2025 - Current

Worked directly with CEO and lead designer to build the brand guidelines for the new DO brand look and feel. Rolled this out across print collateral and created a master presentation template within Google Slides. I have since been rolling out the design to artwork for big multi page brochures for Grain Growers, adapting the US master packaging to local knifelines across Arlo packaging. As well as creating social content for Hino, and e-books for Quickbooks.



GRAPHIC DESIGNER

Seezu

London/Cyprus Freelance, Jun 2023 - Dec 2024

Worked as the remote lead designer & artworker on emerging fashion brand, Seezu; creating products and collateral for launch. My entrepreneurial design experience was perfect for this role. Thrived in the constantly changing, fast-paced, pressurised environment. Working creatively alongside the brand CEO (who was based in Cyprus), created the brand guidelines, presentations, designed logos, packaging designs, technical drawings for garments, hang tags, clothing labels, collateral for print and social media content. Managing workflow prioritising jobs where necessary. Everyday presented new challenges needing creative solutions.



FOUNDER & CEO

The DouDoods

Full-time Dec 2016 - Jan 2021

After becoming a mother I took a break from the world of advertising. While off was inspired to pursue my passion for design and creativity by designing, founding and launching an award winning luxurious baby comforter brand; THE DOODOODS.

Successfully ran my business for 4 years managing everything from the 1st designs, prototyping, designing brand identity, sourcing fabrics, creating patterns. To setting up the business & managing finances. Orchestrated raw materials and finished product safety testing (to ensure items met strict EN71 safety standards dictated by Europe & UK). Set up the e-commerce website, produced all the social marketing material, set up and managed social channels. Sourced and designed eco friendly packaging, found a production studio to expand production runs. Carried out all order fulfilments, tracking stock.

Did all own styling, photography and retouching for all photo shoots. Liaised with other mum/baby brands to co-ordinated group shoots to increase brand recognition and exposure. Attended industry trade fairs. Sold at local makers markets across London, was an affiliate seller on various online market places (Lobella Loves/ MamaTribe/ Urban Makers/ Red Cross/ Mama Brown & Co.) Helped run a pop up shop in Hackney with other local brands. Featured in Christmas gift guides. Worked with PR company to get press releases out. Entered industry awards.

PRESS RELEASES:

STYLIST Magazine
CITY KIDS Magazine
THE INDY BEST Magazine by The Independent
BABY Magazine Christmas Gift Guide

AWARDS:

BRONZE – Junior Magazine Design Awards, Best Toy Design 0–2 years
GOLD – The Dads Net, Best Baby Comforter
BRONZE – MadeForMums Awards



HEAD OF RESOURCE

elvis

Head of Resource Jul 2012 – Jun 2015

Design Studio Manager Jan 2010 – Jul 2012

Elvis is an award winning full-service creative agency in London. Over 10 amazing years worked my way up from mid-weight to senior Designer/Artworker, then into management as Studio Manager and finally Head of Resource. Loved being part of a creative agency and the culture. Leading by example in work ethic and dedication. While managing agency workflows, I ran the busy studio team of over 8. Helped streamline studio processes & production. Leading my team to produce work efficiently and perfectly under immense pressure, creatively answering all briefs.

Comfortable working along side different department heads (creative/ design/ digital/ studio) all work allocated according to skillsets and time-frames. Inputting into project timing plans and problem solving job flow seamlessly, especially around pitches. Was hands on helping produce work/pitch visualisations when needed.

Worked alongside Head of Creative Services on department processes, producing process sheets. Worked with recruiters to fulfill freelance and permanent roles. Managed the studio, overseeing and training Deputy studio manager. I left after a decade of service to Elvis to start a family.

TRAVEL

Nov 2011 – Jan 2012

New Zealand/ Peru/ Chili/ Bolivia

DESIGNER / ARTWORKER

Feb 2005 – Jan 2010

Originally employed at Elvis as mid-weight designer/artworker, working in their dynamic team of designer-artworkers. Fluent in Adobe Suite working across Photoshop, Illustrator, InDesign & Retouching. Worked directly into the creative/art directors and senior designers taking briefs, at the same time as account teams to action client feedback. Confident working on multi language projects and huge roll out versions. As well as packaging projects of all shapes and sizes across our FMCG clients.

Confidence in myself and skill-set grew, soon was recognised for all my hard work, continued attention to creative detail and people skills promoted to SENIOR. As continued to prove my drive and ability, was again promoted to DEPUTY STUDIO MANAGER. Allowing me to manage the team when Studio Manager was absent.



DESIGNER / ARTWORKER

Hicklin Slade & Partners

Jun 2003 – Feb 2005

HS&P was a small below the line advertising agency. It was fast paced and exciting, with the team working closely together. Offered permanent role as Mid-Weight Designer/Artworker after couple freelancing stints. Actively contributed to design, being entrusted with developing concepts, working through creative solutions. Proudly carried out work efficiently to deadlines, prioritising jobs, always ensuring the level and quality of work was consistently high.

FREELANCE

Jan 2003 – Jun 2003

BUFFALO CREATIVE / THE MARKETING STORE / HICKLIN SLADE & PARTNERS

TRAVEL

Sep 2002 – Jan 2003

Thailand/ Laos/ Vietnam/ Cambodia



IN-HOUSE DESIGNER & ARTWORKER

Hays

Jan 2000 – Sep 2002

After finished studies moved from South Africa to London to work and travel the world. First role was Designer at Hays Recruitment working in their small in-house marketing team creating internal communications. Sole designer responsible for designing any point of sale to show case their different recruitment sectors.

Left to go traveling around South East Asia.

EDUCATION

National Diploma In Graphic Design. Technikon Natal

Graduated 3rd in class. Passed with Distinction