

E. MONAGHAN

Art Direction • Digital Experience Design • Systems Thinking

CONTACT

Portfolio: erinkmonaghan.com/portfolio
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SKILLS

DESIGN & CREATIVE:

Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Figma, Canva

DIGITAL & INTERACTIVE:

Web Design, UI Design, Email Campaigns, App Graphics, Responsive Layouts, Design Systems

COLLABORATION & STRATEGY:

Creative Direction, Brand Development, Cross-Platform Campaigns, Team Leadership, Client Strategy

EDUCATION

B.F.A. COMMUNICATION DESIGN

Texas State University
Magna Cum Laude

SUMMARY

Creative leader with over 20 years of experience directing visual design across digital, brand, and campaign work, from concept through launch.

I'm drawn to organizations where the mission drives the work, and I bring strategic thinking, collaborative instincts, and a purposeful creative approach to every brand I touch.

EXPERIENCE

SENIOR ART DIRECTOR

2023-present

Locomotion Creative / Nashville TN

- Drives creative across all touchpoints for a major regional consumer brand, spanning in-store print, digital advertising, loyalty, and customer acquisition
- Directs creative for Vanderbilt University initiatives, from new department launches to high-profile national events
- Manages creative production for an international industrial brand, including packaging, sales materials, and full-color publications adapted across 10-12 languages
- Shapes visual systems and brand consistency across a collaborative agency team, stewarding work from brief through delivery on multiple simultaneous accounts

STUDIO FOUNDER & CREATIVE LEAD

2017-2023

Monaghan Creative / Hendersonville TN

- Built and ran an independent creative studio, producing brand systems, digital and print publications, social content, and campaign materials across a diverse client mix including American Cancer Society
- Maintained a 6-year retainer with a prominent Nashville private school, delivering magazines, yearbooks, and marketing materials annually across print and screen
- Served a wide range of clients across industries, from healthcare and education to creative services and trades, building adaptability across voice, audience, and format

SENIOR DESIGNER

Western Reflections / Gallatin TN

Produced digital and print assets supporting e-commerce, product launches, and retail marketing. Built product catalogs and sales tools for major national retailers

COMMUNICATIONS DIRECTOR

West End Community Church / Nashville TN

Directed brand and marketing initiatives across digital and physical touchpoints, including leading a full organizational rebrand and website redesign

SELECTED CLIENTS

JOHNSTON
& MURPHY

HCA
Hospital Corporation of America™

TSC TRACTOR
SUPPLY CO.

THE HOME
DEPOT

LOWE'S

VANDERBILT
UNIVERSITY

AMERICAN
CANCER
SOCIETY