

MONI RIVAS

Designer & Art Director

Art Director and multidisciplinary designer based in Brooklyn with 8 years of experience translating complex ideas into visually compelling digital experiences. Brings an editorial eye and strong design systems to work spanning web, social, and experiential platforms.

ADWEEK

Graphic Designer - Manhattan, New York

(September 2024 - Present)

- Led design of the Big Game Live Show interface system, developing on-air graphics, motion behaviors, and real-time data visualizations that translated complex information into clear, responsive digital outputs for a nationally streamed broadcast.
- Developed visual systems and layout frameworks for editorial and branded content, structuring imagery, typography, and composition to ensure cohesive execution across digital and print platforms.
- Defined the visual identity and design system for Social Media Week 2025, establishing typography, layout standards, and scalable components across web, digital, and environmental touch-points; contributed to 1.5x revenue growth and nearly 2x paid attendance.
- Designed interactive digital experiences and web features for partners including Johnnie Walker, Dentsu Creative creating structured layouts, content flows, and high-fidelity UI in collaboration with UX and development teams.
- Concepted and produced platform-specific digital content, adapting layouts and visual systems for social and short-form video while maintaining clarity, hierarchy, and consistency.

OLLIE

Graphic Designer - Manhattan, New York

(July 2023 - September 2024)

- Contributed to the rollout and evolution of Ollie's core brand system across digital, print, and social platforms during a high-growth phase.
- Led visual execution for a flagship partnership with Van Leeuwen Ice Cream, directing color selection, image curation, and supporting on-set production.
- Designed cohesive multi-channel campaigns while maintaining hierarchy, clarity, and brand consistency across touchpoints.

HAVAS

Art Director- Manhattan, New York

(April 2023 - July 2023) Contract

- Led concept and visual development for regulated healthcare campaigns, simplifying complex medical content into clear, compliant, and engaging digital experiences.
- Designed within strict compliance frameworks while balancing creative impact and editorial clarity.

FIG

Junior Designer- Manhattan, New York

(Aug 2022 - Feb 2023)

- Developed brand identities and campaign systems for clients including Maker's Mark, Fenty, Foot Locker, and Viator.
- Built Viator's visual system, establishing typography, color, and layout frameworks used across marketing and digital channels.

WEST PRODUCTIONS

Designer- Los Angeles, California

(Nov 2021 - July 2022)

- Led digital activations for Nike, translating editorial photography and copy into cohesive, platform-specific campaigns across web and social.
- Defined and evolved the visual language for Nike Sports Lab, creating scalable graphic systems and typographic treatments.
- Concepted and designed social-first campaign assets for Nike Sports Lab, producing platform-native visuals reaching 4M+ users across Instagram and digital channels.

SOFTWARE

Photoshop
Indesign
Illustrator
Premiere Pro
After Effects
Lightroom
Figma
Keynote
Shorthand
Iterable
Swoogo
JavaScript
CSS
HTML

SKILLS

Editorial & Layout Design

- Typography systems
- Grid systems
- Long-form layout
- Information hierarchy
- Narrative design

Client Tools & Systems

- Presentation design
- Pitch decks
- Brand guidelines
- Visual toolkits
- Design frameworks

Creative Direction

- Art direction
- Photoshoot direction
- Experiential design
- Cross-platform campaigns

EDUCATION

Azusa Pacific University
Los Angeles, CA

Bachelor of
Arts in Design

Minor in
Computer Science

[MONICARIVAS.COM](https://www.monicarivas.com)