

Brandi Monard

SUMMARY

Creative Director and multidisciplinary designer with 10+ years of experience in brand development, experiential design, and visual communications. Proven ability to lead concept-to-completion projects across retail, hospitality, and attractions while delivering compelling visual storytelling. Skilled in illustration, custom artwork, marketing design, and creative leadership, with an entrepreneurial background building and growing an e-commerce brand. Expert in Adobe Creative Suite, creative development, and visual presentation.

EXPERIENCE

Golden Goose, New York City — Artist

OCTOBER 2025 - PRESENT

- Created one-of-a-kind custom artwork on luxury sneakers, handbags, jackets, and leather goods tailored to individual client requests and brand aesthetics.
- Built strong client relationships that increased repeat business, customer loyalty, and personalized sales opportunities.
- Supported sales growth through social media engagement, showcasing custom designs and connecting with clients through digital platforms.
- Led interactive client workshops featuring hands-on crafts and customization experiences to strengthen community engagement and brand connection.

Brandelane, LLC, Orlando — Owner/Creative Director

OCTOBER 2018 - PRESENT

- Founded and manage an independent e-commerce brand offering curated clothing and stationery products.
- Design and produce all visual assets including product illustrations, packaging, and marketing materials.
- Craft compelling content and visuals for social media and email as part of broader marketing initiatives.
- Handle end-to-end operations including social media, order fulfillment, customer service, and vendor negotiations.
- Lead and mentor interns in creative brand development and strategy.
- Balance brand management with freelance design projects, consistently meeting tight deadlines.

AOA, Winter Park — Show Set Design Lead

JANUARY 2017 - SEPTEMBER 2018

- Led and collaborated with teams on design projects from concept to completion
- Illustrate concept art for retail, F&B, and attraction designs
- Create elevation artwork for final concept and dimensioning
- Put together mood boards with specifications for contractor
- Design graphics to be included in project proposals

Falcon's Creative Group, Orlando — Designer

JANUARY 2014 - DECEMBER 2016

- Illustrate concept art for retail, F&B, and attraction designs
- Create elevation artwork for final concept and dimensioning
- Put together mood boards with specifications for contractor

Contact:

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Portfolio:

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CORE COMPETENCIES

Creative Direction

Brand Storytelling

Brand Social Media

Marketing & Campaigning

Concept Development

Visual Communication

Art Direction

Set & Environmental Design

Client Collaboration

Team Leadership

HARD SKILLS

Photoshop

Illustrator

Indesign

Figma

Visual Presentation

Layout Design

Google Suite

Microsoft Office Suite

AWARDS

43rd Coney Island Mermaid
Day Parade – 2nd Place
in Sea Creature Costume
(*Soft Sculpture*)