

# MONICA RUSSO-DUNPHY

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## *experience*

### CIRCLECI SENIOR CREATIVE DIRECTOR

NOV 2024 - PRESENT SENIOR CREATIVE DIRECTOR  
DEC 2022 - NOV 2024 CREATIVE DIRECTOR

- Creative direction for all global brand touchpoints and brand redesign initiative (launch July, 2024); create project plans in alignment of business goals, KPIs and delivery of outcomes:
  - New website drove a **10% increase in organic sign-ups** and a **16% improvement on conversions**
  - New Figma component system **reduces design time by 75%**, allowing designers to be iterative and enabling cross-functional teams a self-serve option for edits and templated page creation
  - Facilitate research, identifying that **brand impression was positive for 97% of users** surveyed
- Empower the Design team to grow through mentorship; provide quarterly growth initiatives; enable and encourage cross-functional partnerships
- Evaluate and implement workload and process improvements for the daily responsibilities of the Design team, effectively improving the quality, creativity and timeliness of work delivered
- Accelerate creative ideation, processes and asset templation with AI tools including Anthropic Claude, Gemini, ChatGPT, Adobe Express and Canva
- Daily collaboration with Marketing and Product teams, providing stakeholder influence for both visual and strategic alignment

### PLANSOURCE CREATIVE DIRECTOR

DEC 2019 - DEC 2022

- Creative direction of all brand touchpoints and brand redesign initiative; launch of a new and robust internally-built corporate website
- Oversaw the design of all print and digital deliverables, new business partnership opportunities, demand-gen initiatives, events, graphic installations and 360 campaigns
  - Website, webinars and outreach were attributed for a **40% growth in marketing pipeline**
- Provided effective leadership, feedback and growth opportunities for the Creative team
- Provided mentorship and creative direction to designers, video editors and team members
- Created and maintained fresh visuals and brand standards, positioning the PlanSource brand effectively and competitively as a leading SaaS company within the benefits-tech industry
- Collaborated cross functionally with Product Design and Executive Leadership teams daily on visual and strategic initiatives
- Managed the daily workload and responsibilities of the Creative team, fostered growth
- Recipient of multiple American Marketing Awards, including AMA Spark Awards in **Best Branding** and **Best Direct Mail** categories; recipient of **Marketing Impact Award** by internal teams for impact on the company and its culture

### XPERIENCE ASSOCIATE CREATIVE DIRECTOR

OCT 2016 - MAY 2019

- Lead the design and creative direction of agency client work and agency's rebranding initiative including a new agency website, marketing materials and sales tools
- Provided creative and strategic direction to designers and interns in alignment to client goals
- Conceptualized and designed client work for environmental, print, interactive, e-mail, and digital for high-profile Fortune 500 brands, including Dealer Events and Auto Shows for Ford and Lincoln
- Direction of on-site environmental graphic installations
- Recipient of Event Marketer Ex Award for **Best Buzz Marketing Influencer Campaign**

## *& more*

Garden & Gun | Design Director | May 2019 - Dec 2019

Student Transportation Inc. | Marketing and Design Services Manager | Jul 2015 - Oct 2016

HomeGoods, TJX Companies | Senior Art Director | Feb 2014 - Jul 2015

T.J.Maxx, TJX Companies | Senior Art Director | Jul 2012 - Feb 2014

## *education*

Massachusetts College of Art and Design (MassArt); BFA, Dual majors in Graphic Design & Art History  
London College of Communication; Program for Graphic Design in London, England