

Monique Brickham

Creative & Brand Leader | Creative Direction | Brand Systems

Pagosa Springs, Colorado | Remote | 920-217-3000 | monique.brickham@gmail.com
linkedin.com/in/moniquebrickham | heart-meets-smart.com

PROFESSIONAL SUMMARY

Creative and brand leader who brings strategy, people, and execution into focus. Leads distributed teams and guides work from early direction through final delivery, building visual systems, integrated campaigns, and clear ways of working that help brands stay consistent without becoming rigid. Brings experience across professional services, higher education, agency, publishing, and independent practice, with a leadership approach grounded in creative judgment, systems thinking, mentorship, and human-centered design. Uses AI to expand creative exploration and make strong direction more reusable - while keeping people, purpose, and brand integrity at the center.

AREAS OF EXPERTISE

Creative Direction	Team Leadership & Mentorship	Visual Identity & Design Systems	Design Thinking
Art Direction	Cross-Functional Collaboration	Integrated Campaigns	Creative Operations
Brand Strategy & Stewardship	Generative AI	Digital, Print & Environmental Design	Workflow Development
Brand Guidelines & Governance	Context Engineering		

PROFESSIONAL EXPERIENCE

Graphic Design Manager

BAKER TILLY – REMOTE | SEP 2022–PRESENT

- Lead and mentor a distributed graphic design team supporting marketing, communications, business development, campaigns, events, and firmwide initiatives for a national accounting and advisory firm.
- Led the design-system work that expanded a foundational visual identity into a more flexible, scalable brand system, including detailed guidelines, branded templates, a shared Adobe Creative Cloud asset library, an Aprimo digital asset management hub, and vendor-ready resources.
- Guide digital, print, and environmental work through creative direction, art direction, design review, and hands-on design; collaborate with senior leaders and cross-functional partners to connect business goals, campaign strategy, and brand expression.
- Directed and developed brand ambassador creative featuring Coco Gauff for four consecutive U.S. Open campaigns, with work appearing across Times Square, New York City airports, digital media, social content, and experiential touchpoints.
- Oversee a high-volume operation handling 600-800 creative requests per quarter while maintaining brand consistency, production quality, and clear priorities across concurrent initiatives.
- Built ClickUp workflows and dashboards that gave the team its first consistent view of volume, timing, revision patterns, and efficiency. The data helped us trace problems to their source, improve intake and content readiness, and protect design capacity.
- Led the redesign of more than 500 legacy marketing assets during a firmwide rebrand and created reusable systems that reduced stakeholder-facing errors and unnecessary revisions.
- Developed environmental branding concepts and scalable guidance to create a more cohesive experience for employees and visitors across U.S. offices.
- Co-led discovery for a firmwide Innovation Action Group exploring AI-enabled process improvement through human-centered design.

AI-Enabled Creative Direction & Brand Systems

INDEPENDENT APPLIED PROJECT – REMOTE | MAY–JUNE 2026

- Designed an AI-directed modular brand system that brought brand strategy, product facts, creative direction, and evaluation criteria into one reusable framework for image and messaging development.
- Built task-specific context for key art and brand campaign messaging, defined creative constraints, and evaluated outputs for accuracy, coherence, and craft.
- Used gaps and unsuccessful outputs as feedback - then clarified the guidance and strengthened the system to improve creative consistency over time.

Freelance Graphic & Brand Designer

SELF-EMPLOYED – REMOTE | JAN 2005–JAN 2023

- Led brand strategy, creative direction, and design for startups, small businesses, agencies, and organizations across wellness, healthcare, nonprofit, education, real estate, and lifestyle sectors.
- Created cohesive identity systems and cross-channel experiences spanning logos, brand guidelines, websites, campaigns, packaging, presentations, and print collateral.
- Guided projects from discovery and positioning through implementation, managing client relationships, scope, timelines, production, and vendor coordination along the way.

Associate Professor of Graphic Design

LAKELAND UNIVERSITY – PLYMOUTH, WISCONSIN | AUG 2016–MAY 2022

- Earned tenure and promotion from Assistant to Associate Professor in 2022 while guiding the graphic design program's curriculum, budget, technology, assessment, adjunct faculty, student advising, and long-term development.
- Built a standalone graphic design program and developed academic pathways, courses, and experiential learning initiatives that connected design practice with institutional and community needs.
- Taught brand strategy, visual identity systems, campaigns, design thinking, typography, and professional practice across in-person, online, and hybrid formats.
- Mentored students through clear, constructive critique that connected creative decisions to audience needs, brand strategy, and project goals; prepared adjunct faculty to maintain consistent expectations and academic standards.
- Led and contributed to cross-functional committees focused on curriculum development, academic assessment, and program planning.
- Received the Underkofler Excellence in Undergraduate Teaching Award in the first year eligible.

Creative Director

CONVERGENT MARKETING AGENCY – APPLETON, WISCONSIN | JUL 2012–SEP 2013

- Led creative direction and stayed hands-on in the design of brand identities, catalogs, packaging, websites, trade show environments, and marketing collateral.
- Turned client goals and brand positioning into connected creative concepts, presented recommendations, and shaped the work through collaborative review.
- Hired and managed freelance designers, art-directed product photography, coordinated vendors, and maintained creative quality from early concept through production.

Additional, previous experience available on LinkedIn.

EDUCATION

Master of Fine Arts in Graphic Design

University of
Minnesota Duluth

Bachelor of Arts in Graphic Design

University of Wisconsin-
Green Bay

Web Design & Development Certificates

Fox Valley Technical College

PROFESSIONAL DEVELOPMENT & CREDENTIALS

AI-Aided Graphic Design

Certificate of Completion
ELVTR, 2026

TEDx Speaker

“Design Thinking for Human
Problems”, 2018

Adobe Certified Expert

Print & Digital Media
Publication Using Adobe
InDesign CC, 2014

TOOLS

Design, collaboration, and workflow

Adobe Creative Cloud
Figma
Microsoft 365
ClickUp
Aprimo DAM
Monday.com
Basecamp
Canva

Generative AI

Midjourney
Higgsfield
Fuser
Lovable