

- **SKILLS** Proficient in InDesign, Adobe Photoshop, Adobe Illustrator & Design for Tablet Apps
- **EDUCATION** PARSONS SCHOOL OF DESIGN
Studied Advertising and Graphic Design.
- GEORGETOWN UNIVERSITY Studied Classical Drawing Of The Anatomy
- HOWARD UNIVERSITY Studied Business Administration & Management.
- **AWARDS** 2010 ASME Award Finalist in General Excellence. 4 SPD Merit Awards in Design. 4 Creativity Inc. Gold Medal Awards. Parsons' Annual Student Jury Exhibition, May 1991

GREGMONFRIES.COM CREATIVE DIRECTOR 10 W. 15TH ST. NY, NY 10011

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- **SUMMARY** Award-winning creative director
- with over 20 years experience driving the editorial design of iconic national titles. Experience includes a team-leading approach to creative strategy in the areas of magazine design, tablet design, content creation, and talent-interface (both in front of and behind the camera) in the areas of celebrity, lifestyle, and food.

DESIGN DIRECTOR

SANDRA LEE MAGAZINE 2013-PRESENT

Head of design creation and creative execution of Sandra Lee Magazine and Sandra Lee packaged goods efforts. Instrumental in relocation of design and production studio from outsourced model operating in Des Moines, Iowa to in-house design model in New York City.

CREATIVE DIRECTOR

ESSENCE MAGAZINE 2009-2013

Supervised a staff of 8 including Art and Photo teams. Responsible for managing the visual identity of the brand in print, tablet apps, Essence.com and promotional materials. Oversaw successful redesign of magazine resulting in an increase in the number of higher end advertisers, as well as a nomination for a National Magazine Award in 2010. Worked closely with editorial in conceptualization of story ideas and planned and oversaw all cover shoots.

DEPUTY DESIGN DIRECTOR

PEOPLE MAGAZINE 1996-2009

Worked closely with Design Director to manage staff of 15, including art production staff as direct reports. Conceptualized story ideas and photo shoots with editorial and photo teams. Led the creative effort of special People stand-alone issues, SPD award-winning Hollywood Dailies, Country issues and coffee table books. Designed covers, pursued new photo talent, directed photo shoots and selects, and oversaw color and imaging corrections. As a member of the Time Inc. Diversity Committee, was a key recruiter of minority candidates for the company.

- ● ● **REFERENCES** Martha Nelson, Former Editorial Director, Time Inc.. Rina Stone, Creative Director, InStyle. Larry Hackett, Former Managing Editor, People Magazine. Liz Sporkin, Assistant Managing Editor, People Magazine