



ELSA MONNIER

16011 6TH AVE SW. BURIEN, WA 98166 | (915) 637-8888
ELSAIDE@GMAIL.COM | WWW.ELSAMONNIER.ME

Creative Director responsible for the development of trailers, cinematics, marketing videos, marketing art commissions, cross-channel campaign management, social media activations, motion graphic, photo and video shoot direction, research and reporting on relevant content, design and technology trends, as well as creating and advising on UX.

PROFESSIONAL EXPERIENCE

2024-PRESENT

FIREWALK STUDIOS MARKETING CREATIVE DIRECTOR

- Built a creative team with the best talent responsible for game capture, editing, marketing assets and branded content crucial for our launch
- Planned studio-wide action as a member of leadership, based on assessment of employee needs and feedback
- Mentored talent and curated their skills to optimize their creative output
- Created brand guidelines for our new IP
- Developed campaign content that resonated with our audience and broke down complex mechanics
- Established standardized processes for team requests, production, approvals and deliveries
- Anticipated and allocated partnerships and resources to support the team's needs

2021-2024

FIREWALK STUDIOS CINEMATICS ART DIRECTOR

- Art Directed in-game cinematics that provided valuable narrative context and emotional connection, introduced our characters, their roles and personalities. These were meant to be released weekly as a series
- Translated the look of the game to the interior environments of the crew's ship, props, lighting, character treatment, output quality, scale and layout to provide a sense of home and inclusivity to all our characters
- Art Directed planetary arrival sequences that showcased our worlds as we transitioned between missions
- Steered creative teams to incorporate a high level of polish on hard surfaces, FX, lighting and scene layout that maximized the drama and sense of adventure

2012-2021

WIZARDS OF THE COAST SENIOR ART DIRECTOR

- Art Directed game trailers and videos that reached #1 trending on YouTube and 18M views on their first week
- Directed digital marketing campaigns that contributed to record sales and increased campaign traffic by 80%
- Developed concepts and directed the use of motion graphics that expanded the reach of the brand's advertising
- Directed marketing art and identity for new digital games and applications performing 30% above existing art
- Assisted in the direction of video and photo shoots for creative executions appealing to our demographics
- Lead creative exploratory sessions that resulted in new branding materials and treatments
- Increased viewership by 37% by redesigning the Daily MTG hub
- Researched latest advertising, design, and technology trends, and reported on their potential applications
- Strategized A/B tests which provided data that helped us realize efficiencies for future campaigns

SKILLS

CREATIVE

Creative direction, motion graphics, cinematics, creative briefs, art commissions, digital advertising, concept development, interaction/experience design, research, print, brand expression, creative design, style guides, script and copy writing, photo/video shoot direction.

TEAM LEADERSHIP

Communication with business partners, concept pitch presentation, leading line reviews for VP's and senior management, cross-team collaboration, communication with multi-disciplinary agencies, vendor management, review and approval of assets, reporting insight on latest trends and their potential use, maintaining clear and constructive communication with designers, identifying and nourishing designer skills, motivating and promoting their success, as well as curating their participation on appropriate projects.

TOOLS

Photoshop, Illustrator, InDesign, Premiere, Shotgrid, Miro, Asana, Jira, Perforce, Mac, PC.

EDUCATION

UNIVERSITY OF TEXAS AT EL PASO BFA | MAJOR: GRAPHIC DESIGN | MINOR: METALS

PUBLISHED WORKS

WALKS WORKS BY SUZI DAVIDOFF

RACHELLE THIEWES: SOMETHING GLEAMS

RACHELLE THIEWES BLAZE

500 PLASTIC JEWELRY DESIGNS LARK BOOKS, USA. ORDER/CHAOS BRACELET B, P. 303