

Monica Maccaux

Designer//Creative Director//Type Designer

I am a highly versatile creator, maker, doer, educator, and type designer. I design branding systems, implement campaigns, create academic programs, and design typefaces. I have over 21 years of design & advertising industry experience working for large agencies for fortune 500 clients. I have experience in pharma, luxury hotel & casino, beauty, and sport industries working on branding, direct mail, packaging, apparel, and ad campaigns. I have business/people supervisor skills, which includes hiring, mentoring and project management and art direction.

Blue Taco Design

Designer/Art Director *2010–present*

Pharma clients: Glue Advertising (Meda), Copy + Art (Janssen). Presentation materials, teaching guides, infographics, animated banners, web, presentations, collateral, storyboards, new biz pitches.

Other clients: Donner Lake Open Water Swim, Colavita: branding, apparel, events, signage, social media. Harvard Westlake School: branding, brochures, direct mail. Radarworks (Race for the Cure): advertising (outdoor, print), new biz pitches. Sonnyboy Studios (Cuccio Pro): beauty branding, packaging, advertising. Evite/Postmark: invitations, web production.

SK+G Las Vegas, NV

Graphic Designer *2008–2010*

Design Firm. Branding, advertising (print, outdoor), collateral (special printing processes), packaging (VIP invitations), direct mail (postcards, mailers, invitations, DJ flyers). Clients: The Borgata Hotel & Casino, The Water Club, The Mandarin Oriental Las Vegas, Aria Hotel & Resort, and Meadows bank.

Cline, Davis & Mann New York, NY

Art Director *2006–2007*

Pharmaceutical advertising, Managed Markets. Teaching guides, collateral, brochures. Clients: Amgen, Novo Nordisk, and Pfizer.

mcgarrybowen/dentsu New York, NY

Graphic Designer *2004–2006*

Advertising (outdoor, print, tv), new biz pitches, print production (print magazine, outdoor). Clients: Verizon, Marriott, Chase, Crayola, and InBev.

Work

www.bluetacodesign.com

Contact

917-385-8468

bluetacodesign@gmail.com

Skills

Adobe AI, INDD, PS, Acrobat.
Fontlab Studio, Glyphs.

Mentoring, creating,
implementing.

Teaching

University of Nevada, Reno

Associate Professor/Director of the Graphic Design Program *2023–Dec 2024*

Assistant Professor/Director of the Graphic Design Program *2017–2023*

Created a BFA Graphic Design program from scratch. Created 15 pieces of curriculum, managed the program, budgets, staff. Advisement of 200+ students a year, with student project mentorship and art direction. Management, hiring, and mentorship of 6–7 staff every semester.

University of Nevada, Las Vegas

Visiting Assistant Professor *2014–2017*

Part Time Adjunct Professor *January–May 2014*

Formulated syllabi and curriculum for various GRC courses. Faculty Advisor for AIGA UNLV student group. Interim Coordinator & Accreditation Liaison for Graphic Design program Fall 2016–2017.

Publications & Awards

AIGA 365 Year in Design 2023 Sforza typeface won in the Typographic Design category.

Yearbook of Type 7 2024–25 Sforza and String Theory typefaces featured in worldwide publication produced by *Slanted*, A Karlsruhe, German publisher.

Yearbook of Type 6 2022–23 Ranchstyle typeface featured in worldwide publication produced by *Slanted*, A Karlsruhe, German publisher.

Yearbook of Type 5 2021–22 Motorix typeface featured in worldwide publication produced by *Slanted*, A Karlsruhe, German publisher.

Publications & Awards *cont'd*

Alan Bible Teaching Award 2021 *Runner Up* Nominated for highly competitive teaching award in the College of Liberal Arts.

German Design Award 2020 Colavita Cycling Kit & Motorix typeface, featured in online gallery, in Angewandte Kunst/Museum of Applied Arts, Frankfurt, Germany, and in winners publication.

Creative Quarterly 2019 Colavita Cycling Kit shown in publication. Quarterly publication showcasing the best of Graphic Design, Illustration, Photography, and Fine Art in the field. <https://www.cqjournal.com/magazines/54>

Indigo Design Awards, Silver & Bronze Award 2019 Colavita Cycling Kit, Silver Illustration Division, Bronze Package Design Division <https://www.indigoawards.com/winners/1068>

A'Design Awards Iron Award 2018 Typeface 'Motorix', Gala & Exhibition in Lake Como, Italy, and Publication, *A'Design Awards* <https://competition.adesignaward.com/design.php?ID=59656>

Graphis Gold Award 2018 Typeface 'Motorix', Typeface Design Division, Graphis Typography 4 Publication, *Graphis* <http://www.graphis.com/entry/bdb8c7bc-1485-4333-8ae4-ca137176c80f/>

Graphis Merit Award 2018 Typeface 'Motorix', Type-in-use Division, Graphis Typography 4 Publication, *Graphis* <http://www.graphis.com/entry/20dfdfc1-3f5e-4012-9614-7d09462c185d/>

Creative Quarterly Runner-up Award 2017 Cycling Jersey for Team Juice Bar, online gallery, *Creative Quarterly* 50

Type Design

Ampersand Type Foundry *2023-present*

Type foundry featuring quirky typefaces designed by me <https://www.ampersandtype.com/>

Featured Typefaces

'Sforza' (*released Fall 2023*) Typeface based off of type found in the Sforza Castle in Milan, Italy. Published on Ampersand Type Foundry: <https://www.ampersandtype.com/sforza>

'String Theory' (*released Fall 2023*) Typeface based on string and layering. Multiple weights. Published on Ampersand Type Foundry: <https://www.ampersandtype.com/string-theory>

'Ranchstyle' (*released Summer 2021*) Typeface based off of 19th Century cattle brands from the state of Nevada. Published on PSY/OPS Type Foundry: www.psyops.com/ranchstyle/

'Motorix' (*released Summer 2015*) Typeface that uses multiple variants to create unlimited character combinations. Published on PSY/OPS Type Foundry: www.psyops.com/motorix/

Education

Otis College of Art & Design Los Angeles CA

MFA Graphic Design *2012*

Otis Scholarship *2010-2012*

Pratt Institute Brooklyn NY

BFA Communications Design *2004*

Major: Graphic Design Minor: Art History

Dean's List, Presidential Merit Scholarship: *2000-2004*, Graduated with honors

Membership

AlGA, (*American Institute of Graphic Artists*), SOTA (*Society of Typographic Aficionados*), ATypI (*Association Typographique Internationale*), STA (*the Society of Typographic Arts*).