

## **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](http://www.bluetacodesign.com)

### **Contact**

917-385-8468

[bluetacodesign@gmail.com](mailto: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**

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

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

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

**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.

#### **Publications & Awards *cont'd***

**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/](http://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/](http://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**

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