



CHRISSY GARRETT MONTOKA

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SUMMARY

Senior Graphic Designer with 8+ years of experience spanning brand, marketing, and UX design. Blends creative strategy with hands-on execution to drive engagement. Recognized for leadership, innovation, and the ability to translate complex ideas into compelling visuals.

RECOGNITION & AWARDS

- Selected for CoStar Group's Emerging Leaders Program
- 3x Top Performer in LoopNet Marketing
- Original artwork displayed at the Baltimore Museum of Art
- Speaker at JMU General Education Conference

EDUCATION

James Madison University
B.A. in Media Arts & Design,
Interactive Design Concentration,
Creative Writing Minor
Graduated Magna Cum Laude,
3.72 GPA

SKILLS & TOOLS

Design & UX: Adobe Suite, Figma, Sketch

Web Development: WordPress, HTML, CSS

Core Strengths: brand identity, marketing campaigns, UX design, user research & testing, visual communication, content strategy

PROFESSIONAL EXPERIENCE

Senior Graphic Designer

LoopNet, CoStar Group | Sept 2022 - Present

- Drive creative strategy and execution for LoopNet's marketing campaigns, producing digital and print assets that elevate brand visibility and support sales growth across global markets
- Partner with top-tier domestic and international clients to design high-performing digital ad campaigns, tailoring creative to boost engagement
- Lead cross-functional initiative to analyze ad performance data, presenting findings to leadership and implementing design improvements that optimized campaign performance results
- Collaborated with international Product teams on UX projects, designing internal tools and portals that streamlined workflows and improved UX
- Developed custom-branded ad template systems for major accounts, ensuring design cohesion across dozens of ads while managing a team of designers to deliver scalable solutions

Graphic Designer & Brand Strategist

RocketPop Media | Sept 2021 - Sept 2022

- Designed websites, logos, branding materials, signage, and murals to meet diverse client needs
- Created and executed rebrands, aligning visuals with client goals and effectively communicating brand stories
- Produced marketing copy and campaign materials that reinforced messaging and drove customer engagement
- Collaborated directly with clients to translate strategy into cohesive, high-impact design

Director of Design & Content Strategy

Digital Minerva | May 2019 - Sept 2021

- Directed the design and development of websites and marketing assets for diverse clients, ensuring brand cohesion and usability
- Led all content strategy projects: audited, edited, and wrote web content to strengthen communication and engagement
- Supervised designers, developers, and freelancers to align output with project goals and timelines
- Facilitated client meetings to define goals, translate requirements, and deliver measurable results