

MONA WISHKAHI

ART DIRECTOR & CREATIVE DIRECTOR

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A creative tour-de-force as an Art Director, Creative Director and influencer within the Media, TV, Film, Entertainment and Consumer sectors, brings 10+ years of leading bold creative projects and high-profile campaigns for globally recognised distributors. Innately creative with vast experience in art directing, design and digital content production, guides the look, feel and stories of productions through the creative delivery of graphic packages, toolkits, art photography and promotional assets. A passionate director, who breathes life into ideas, creating solutions that realise on brief and vision. Thinks both conceptually and commercially in the development of big, bold ideas for creative, artistically led projects, commissions and campaigns.

PERSONAL HIGHLIGHTS & TOP PROJECTS

- Featured on Interior Design Masters (BBC 2) in 2021 with Alan Carr
- Published for 'Migraine: The Monster Inside Me', TV Show (2010-2015), Festivals & Expo's (2006 – 2009)
- The bold, exciting Art Director & Production Designer behind a range of top-draw national and international films and TV, inc. Come Dine with Me Australia Promo
- Held the creative vision of WBC, blending 360° marketing with commercial goals for major improvements in brand aesthetics, revenue and customer engagement
- Active member of Women in Film & Television UK, International Society of Female Professionals & BECTU

CAREER EXPERIENCE

monmonDesign Ltd

Art Director & Creative Director

Jan 2010 – Present (Various Contracts)






Based in London, but available across the world, monmonDesign is the company behind Mona Wishkahi's work as an Art Director, Production Designer and Promo Director. monmonDesign specialises in TV/Film direction, interior design, editorial design, branding, visual identity, social media and digital content design.

- Collaborates with Directors, Executive Producers, Film/TV crew on scripts, characters, cast, location, venues and artistic direction for a variety of productions
- Develops campaigns based on briefs, with a focus on budget, timeline, specification and progress within content development projects
- Reviews footage, content and artistry, frequently as the go-between for studio owners, film crew and talent
- Leads with a reputation for delivering within budget and on-time, every time
- Inspires, manages and develops creative teams, focused on pushing and developing ideas and overseeing excellent creative output in projects
- Works-up briefs, cracking big creative ideas that activate within a mix of client and pitch work for the TV, film and creative content industry
- Consults on colour correction, design specification presentations and additional pre-to-post production assignments
- Directs brand and identity of leading entertainment, audio and video productions
- Develops innovative ideas with production teams, and designs motion design toolkits
- Drives original content forward, manages mid-level creative and freelance talent
- Contributes to national and international TV and Cinema Productions for distributors 20th Century Fox, Netflix, BBC, Kinowelt, Curzon Artificial Eye, ARD, ZDF, HR, KIKA, Waterstones, NDR, ARTE, Alive AG, Kinowelt Home Entertainment

Top projects include work with:

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|-------------------------------------|-------------------------------|------------------------------|
| • Seedlip, London | • Odeon TV, Germany | • Herold Productions G |
| • RD Content, UK | • Malena Film Productions | • CineMedia Film, G |
| • SamFilm, Munich | • Pantoleon Films, Berlin | • StudioCanal, G |
| • U5 Film Production, Frankfurt | • GBSR Ltd, London | • Starhaus Filmproduktion, G |
| • Badlands Film, Berlin & Paris | • Pandora Films, Norway | • WBC Ltd, UK |
| • Rohfilm GmbH, Leipzig & Australia | • Enigma Films, Munich | • Unified New Homes |
| • Netflix, UK | • RSK, Frankfurt | • BBC, UK |
| • Edge City Films, UK | • Porchlight Films, Australia | • NFTS, UK |
| • University of Applied Sciences, G | • Pearson Education, UK | |
| • Marjan Television Network Ltd, Ln | • Lucky Llama Ltd, London | |

CONNECT

-  www.monmondesign.com
-  [/monmondesign](https://twitter.com/monmondesign)
-  [/monmondesign](https://www.linkedin.com/company/monmondesign)
-  [@monmondesign](https://www.instagram.com/monmondesign)
-  SW2 / London

EXPERTISE

- Art Direction
- Creative Direction
- Production Design
- TV, Film & Promos
- Interior Design
- Visual Identity
- Social & Digital Content

CORE SKILLS

- Team Management
- Aesthetic Judgement
- Content Development
- Storytelling
- Ideation / Conceptualisation
- Brand Building / Elevation
- Creative Development
- Creative Standards
- Commissioning
- Creative Problem-Solving
- Project & Campaigns
- Budgets & Commercials

Wine Box Company Ltd (WBC)

Senior Art Director & Designer

Sept 2018 – Feb 2020

Wine Box Company Ltd is the UK & Irelands biggest supplier of gift, wine and transit packaging to the FMCG sector. From concept differentiation to the creation of high- impact marketing, as Senior Art Director and Designer, was responsible for the creation of quality marketing, client propositions, campaigns and projects.

- Increased publications from 3 to 11 per year by restructuring creative processes
- Led the re-imagination of the website with inbuilt User Experience (UX) with monthly banner and seasonal refreshes that increased UK sales
- Launched new social media content, curated a visual posting plan for marketing that increased followers and sales engagement
- Recruited and guided the sharpest creative and technical minds to reinvent digital platform design
- Commissioned video and graphical content, oversaw project and campaign delivery and artistry from 3D and 2D artists
- Unified Creative Directors, captured business and creative requirements to create briefs for team activation
- Coached teams to create layouts, mockups, prototypes and illustrations to achieve the buy-in of directors to design reinventions
- Analysed competitor activities to stand the brand apart through unique, tactical and immersive designed campaigns
- Conceptualised, activated and drove the design lifecycle of digital marketing campaigns with a full-funnel approach
- Pitched video storyboards, design explorations and social executions

Marjan TV Network Ltd

Art Director

DEC 2014 – SEPT 2018

Marjan TV is the groundbreaking Persian-language TV network. Rising from Senior Graphic Designer to Art Director in December 2015, drove the direction of a range of creative outputs for the Manoto channel. Developed a reputation for high-level, through-the-line campaigns for media release. Recognised as a creative giant within the concept to final production lifecycle.

- Partnered with Producers and Directors to visualise set designs, costumes, props, special effects and audio-visual solutions for a range of productions
- Developed key promo campaigns for upcoming TV shows, and authored scripts
- Directed promos from concept to final production, with ownership of brief, budget, schedule and operations
- Visualised and stylised set designs, graphic design and content productions
- Oversaw and managed projects on behalf of the art department
- Liaised with colleagues in-house and out-house on high-profile projects
- Ideated design ideas, presented to actors, cast, crew and producers to drive artistry
- Liaised with the Director of Photography and Costume design on set dressing, lighting and sound that enhances the viewer experience
- As a Senior Graphic Designer, specialised in print and digital design, high-impact creative visuals and project management to gold-sealed designs.
- Designed 2D and 3D content for promos, TV and media release

YPC Group Ltd

Head of Graphic Design

NOV 2013 – NOV 2014

YPC Group is a property investment company. As Head of Graphic Design, owned the originality of the YPC group, and all print, web and digital design projects.

- Critical to the introduction of UX, UI and CX concepts for online advertising, FMCG and retail campaigns that maximised campaign engagement and click-through
- Capitalised on social and consumer trends to deliver on-brand, trend-worthy artwork, graphics and medial solutions that boosted revenue
- Specialised in Print, Web Design, Online Advertising, PPC, Magazine, Media, Landing Page, Email, Social Media, Video Content, Video Production & Photography, as well as business branding, visual identity and assets

EDUCATION

Bachelor's Degree Design + Communication

Academy of Visual Arts / 2010

Short Movie Design

Vocational / 2009

Architecture

University of Applied Sciences
in Frankfurt / 2005

Access to Higher Education

Ernst Reuter School / 2002

LANGUAGES

- English – Fluent
- German – Native
- Persian – Native

IT SKILLS

- Adobe Creative Cloud
- Final Cut Pro
- SketchUp
- InVision Studio
- WordPress
- Unbounce
- Salesforce
- Flipping Book
- MS Office

DESIGN SCOPE

- Media Design
- Web Design
- Video Production
- Video Directing
- Graphic Design
- Corporate Design
- Editorial Design
- Motion Art
- Motion Graphics
- Product Design
- Formative Design
- Typography
- Information Design
- Installations
- Storyboarding