

# mona lisa tan

## skills + expertise \

### HANDS-ON

creative strategy & art direction  
visual design, management & execution  
brand identity development

### SOFTWARE

adobe suite, vectorworks for CAD,  
google sketch-up, shopvox management,  
wrike management, microsoft office

## education \

**BS Business in Product Development, 2014**  
**AAS Visual Presentation & Exhibition Design, 2011**  
fashion institute of technology

**Certificate in Digital Marketing, 2022**  
general assembly

## experience \

**Event Producer + Owner, Kay + Mona, 2023-Present**  
360 event planning and management  
corporate and non-corporate special events

**Sr. VM Manager, Kipling 2019 - 2023**  
full price and outlet visual merchandising  
conceptualize in-store experiences  
designed store assets: displays, fixtures, banners  
streamlined visual workflow

**Sr. Manager, In-Store Experience, 2017 - 2019**  
**Lord & Taylor Center Core, HBC, New York**  
visual lead for all departments  
strategized promotion timelines  
facilitated in-store executions  
systemized beauty asset acquisition from vendors  
outsourced vendors for production  
assisted brand strategy (incl. packaging, prod. dev't)

**Coordinator, InkPak Communications, 2017**  
event & celebrity collaborations (oscar dela renta, nars)

**Art Director, 2015**  
**Visual Citi, Inc., Long Island, New York**  
led art direction (print, digital, events)  
designed marketing materials for multi-channel use  
handled creative management & budgeting  
oversee production (events, branding + packaging)  
worked across teams for installation logistics

**Sr. Visual Manager, Nautica, 2012-2014/2016**  
international and outlet visual merchandising

**Junior Designer, Armani Exchange 2010 - 2012**  
pre-press production for marketing collaterals

## contact \

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## COMMUNITY INTERESTS & RECOGNITION

**Project Barkada | Non-Profit Engagement**  
event director & board secretary  
2022-Present

**Real Weddings Montauk | Planner**  
october feature  
Vogue: Over the Moon 2022

**Visual Citi | Showcase**  
1st place, booth design  
SEGD 2015

**Message in a Bottle | Dining Environment**  
finalist, environmental design  
DIFFA Dining by Design 2011

**For the Pup | Ralph Lauren Fixture**  
finalist, visual merchandising  
PAVE, retail design 2010

**Godiva | Store Concept**  
2nd place, visual merchandising  
PAVE, retail design 2010

**People are Dolls | Exhibit**  
mamaroneck artist guild 2007/2008  
sarasota springs exhibit 2007

**Marathons**  
Abbott World Running, Lake Placid 2021  
International Patagonia Marathon 2022  
London Marathon 2023