monica acosta
Brand Designer

Monica is a Dallas-based brand designer focused on identity systems for hospitality and residential clients. Curious and detail-oriented, she enjoys asking the right questions, refining small details, and creating brands that feel cohesive at every level. When she's not designing, she's probably rollerskating or adding to her unnecessary VHS collection.

let's work together

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Experience

Black Eye Design Dallas, TX
Senior Brand Designer | Sept 2024 – Present

- Develop brand identities for multifamily residential properties, leading projects from initial concept through final execution.
- Produce a wide range of brand applications across brochures, leasing materials, signage systems, social media, and websites, maintaining consistency across all touchpoints.
- Lead client presentations, articulating design rationale to secure alignment and approvals at key milestones.
- Balance multiple projects simultaneously, navigating timelines and production requirements.
- Manage print production and vendor coordination, ensuring technical accuracy from design through final installation.

Coevál Studio Dallas, TX
Senior Brand Designer | July 2021 – May 2024

- Created brand systems for hospitality clients, translating concepts into cohesive experiences across print, digital, and environmental applications.
- Collaborated with architects and interior designers to bring brand identities into physical environments and spatial experiences.
- Directed concept development and client presentations, delivering strategic directions and carrying brand systems through to execution.

Cooper House Oklahoma City, OK
Signage Graphic Designer (Contract) | Oct 2023 – Jan 2024

- Developed interior and exterior wayfinding systems for large-scale hotel environments, collaborating in Figma to accelerate design and production workflows.
- Translated brand identities into environmental graphics, improving navigation across complex architectural floor plans.

Plan B Group Dallas, TX
Graphic Designer | March 2020 – July 2021

- Led the design of hospitality brands, delivering cohesive identities across logos, menus, signage, and websites.
- Partnered with architects and interior designers to translate brand concepts into cohesive physical and environmental experiences.

Vandelay Hospitality Group Dallas, TX
Designer + Project Director | Aug 2019 – March 2020

- Managed in-house design across multiple restaurant brands, coordinating timelines and overseeing production.
- Designed menus, marketing collateral, and event materials to maintain brand consistency and elevate the guest experience.

BR_DGE Creative Studios Dallas, TX
Graphic Designer | Oct 2016 – Aug 2019

- Collaborated within a small studio team to develop branding, print, and digital design for clients across multiple industries.
- Supported digital engagement through social content, email campaigns, and website builds on Squarespace and WordPress.

Skills & Programs

Brand Strategy & Identity
Brand Positioning, Naming, Strategy, Identity Systems, Concept Development, Brand Voice, Copywriting

Design & Systems
Typography, Publication Design, Environmental Signage, Social Media, Web Design, Floor Plan & Map Illustration

Production & Execution
Print Production, Vendor Management, Prepress & File Setup, Press Checks, Signage Specifications

Software
Illustrator, InDesign, Photoshop, Figma

Education

The Design Kids Bootcamp
Remote | May 2021
Selective course led by Frankie Ratford, Creative Director of The Design Kids

Southern Methodist University
Dallas, TX | Graduated 2015
BA Creative Advertising & Graphic Design

Boston University
London | Summer 2012
Liberal Arts

St. Edward's University
Austin, TX | 2010 – 2012
English & Journalism

References

Brandon Murphy
Principal + Creative Director
Caliber Creative

Frankie Ratford
Creative Director
The Design Kids

Kevin Craft
Creative Director
Kevin Craft Co.

Contact details available upon request

Languages

English   Spanish