

Gina Mengoni

Creative Marketing Leader Driving Brand Consistency, Storytelling, & Multimedia Strategy

CONTACT

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EXPERIENCE

Web & Graphic Designer, Mentor, Collaborator

Rio Grande Jewelry Supply

2019–Present

Lead cross-functional creative initiatives & mentor designers to ensure brand consistency across digital, print, & trade show collateral. Develop & optimize web & email assets, uphold brand standards, & collaborate with photographers, writers, & leadership teams to deliver cohesive B2B/B2C campaigns aligned with marketing strategy.

Senior Interactive Art Director

The Frank Agency

2014–2016

Directed end-to-end creative strategy for national clients, guiding design teams & developers to produce award-winning web experiences grounded in user data & brand storytelling. Partnered with account & marketing teams to align creative strategy with client goals & measurable outcomes.

Achieved measurable results through a website redesign, including:

RESULTS		
↑ +29.68% overall traffic	↑ +40.05% total page views	
↑ +12.22% user sessions	↑ +135% more mobile usage	
↑ +22.89% avg. session duration	↑ +500% Facebook page likes	

Freelance Designer

Self

2016–2019

Manage client relationships & oversee brand strategy, creative direction, & execution for diverse clients, ensuring cohesive design systems & measurable results.

Front-End Web Designer/Developer

PlattForm Advertising

2012–2014

Applied user-centric design & analytics to inform concepts & improve performance, using A/B testing to boost conversions on PPC landing pages & banner ads. Designed & coded responsive websites & emails in HTML, CSS, & JavaScript, optimizing layouts for engagement & lead generation while maintaining strict brand guidelines across multiple educational university clients.

Graphic & Web Designer/Developer

The Center for Educational Testing & Evaluation

2010–2012

Designed & produced graphics, illustrations, presentations, videos, & photos from concept to completion. Captured & edited visual content to support educational materials, including interviews, demonstrations, animations, & promotions. Delivered polished, brand-aligned visuals across print & digital formats to improve clarity & learner engagement.

Freelance Video Editor

Horizon Productions – 2010

Edit & produce visually engaging video narratives through motion, pacing, & sound design.

EDUCATION

BFA in Visual Communication, Graphic Design

The University of Kansas

2006–2010

EXPERTISE

Brand Strategy • Creative Direction • Mentorship • UI/UX Design • Cross-Functional Collaboration • Web & Email Design • Analytics-Driven Design • Print Design • Multimedia

AWARDS & EXTRACURRICULARS

- Gold Stevie® Award
American Business Awards,
Website Redesign
- Culture Club, Party Planning,
Celebration Committee
(employee engagement
committees)
- AIGA (the Professional
Association for Design)
- Art Direction & Design
Leadership, Awwwards course

“Gina demonstrates exceptional interpersonal skills, consistently understanding & considering the perspectives, feelings, & needs of others. She builds positive, collaborative relationships with colleagues, clients, & stakeholders alike.”

– 2024 Professional Review

“We had a great story to tell, & The Frank Agency helped us tell it beautifully. They put together a great looking website that our customers find not just easy to use, but really nice to visit.”

– Past Client (Kansas City
Board of Public Utilities)