

# Laila Rose Monroe

Culture-Driven Creative | Story-Driven Designer | Commercial & Web Designer  
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**Profile** Journalism, Advertising, and Media Studies student specializing in commercial and web design creating at the intersection of discipline, emotion, and story. Influenced by the pressure of the court, the rhythm of music, and the atmosphere of cinematic worlds. I bring intention, clarity, and culture into every project.

**Skills**

- Adobe Creative Cloud & Figma
- Advertising Campaigns
- Insurance Product Illustration
- Leadership, Teamwork & Problem-Solving
- Web Design

## Professional Experience

**Technical Business Analyst I** | Northwestern Mutual  
Milwaukee, Wisconsin  
September 2025 - Present

- One of three Technical Business Analysts supporting core policy illustration and output systems.
- Translate business and regulatory requirements into technical specifications, partnering with engineering, product, UX, and QA.

**Digital Product Business Analyst Internship** | Northwestern Mutual  
Milwaukee, Wisconsin  
May 2025 - August 2025

- Wrote and tested 10+ user stories for three department-wide deployments, improving feature release speed by 15%.
- Collaborated with engineers and stakeholders to ensure polished, user-friendly digital solutions.
- Selected as a Top 5 nominee for the 2025 "Future CEO" award out of 150+ interns.

**Design and Public Relations Volunteer** | Project Tomorrow  
Duluth, Minnesota  
Spring 2022 - October 2025

## Projects

**"Wild Takes" A National Parks Conservation Association Mockup Campaign** | University of Wisconsin-Milwaukee

- Speculative advertising campaign designed to engage Gen Z and Millennials through bold, conversational messaging. Developed a humorous, culturally relevant creative approach to raise awareness of how federal funding cuts and policy decisions impact U.S. national parks.

**Poppi Minis Mock-up Campaign** | University of Wisconsin-Milwaukee

- Designed playful, product focused ad series using Adobe Creative Suite, resulting in a cohesive branding concept on the new mini soda launch.

## Certifications

Information Literacy | LinkedIn Learning

User Experience (UX) for Non-Designers | LinkedIn Learning

## Education

Journalism, Advertising, & Media Studies (JAMS) | B. A.  
University of Wisconsin-Milwaukee

Digital Arts and Culture (DAC) | University of Wisconsin-Milwaukee