Monika Krutulytė

Design Team Lead | Full-Stack Designer | Concept Level Designer

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A creative, detail-oriented artist with knowledge in various mediums, such as traditional and digital art, 3D modeling, photography, video production, animation, and performance creatives. Most recently as Design Team Lead & Creative Strategist at NETZET, I led a team of designers to scale a DTC brand from early-stage to 10× monthly spend - CPA dropped 34%, my best individual creative hit a $32 CPA at scale with a 14.4% CTR. I am passionate about collaborating with a team, always ready to contribute ideas, abilities, and experience to a project.
Currently open to Design Team Lead, Creative Strategist, Game Designer roles.

Skills

PERFORMANCE & CREATIVE STRATEGY

- Creative Strategy & Performance Creative
- Meta Ads & Paid Social
- Creative Performance Analysis
- Brief Writing & Creative Development
- Copywriting & Messaging

COLLABORATION & LEADERSHIP

- Cross-Functional Creative Collaboration
- Design Feedback & Creative Direction
- Team Leadership & Mentoring
- Concept Presentation & Handover
- Creative Problem-Solving

CREATIVE & VISUAL DESIGN

- Graphic Design & Visual Communication
- Creative Direction & Concept Development
- Ad Creative - Static & Video
- Video Production & Editing
- 3D Design & Visualization
- Photo Editing & Retouching

GAME & CONCEPT DESIGN

- Level Design - Concept to Implementation
- Live-Ops Event Concept Design
- Gameplay & Player Experience Design
- Game Design Documentation & Guidelines
- Playtesting, Iteration & Quality Assurance

Tools

DESIGN & PRODUCTION

- Photoshop, Illustrator, InDesign
- After Effects, Premiere Pro
- Procreate
- Blender
- Figma, Canva
- FL Studio

AI & GENERATIVE TOOLS

- ChatGPT, Claude
- Seedance, Kling, Veo
- ElevenLabs

WORKFLOW & RESEARCH

- Notion, Miro
- Jira, Confluence
- Motion
- Meta Ads Library
- Tyver

Languages

- Lithuanian (native)
- English (C1 level)

Experience

NETZET

Mar 2026 - July 2026
Design Team Lead

- Led a team of designers producing performance ads for a high-growth DTC brand - scaling the account 10× in monthly spend while CPA dropped 34%
- Shaped and facilitated creative strategy by translating objectives into clear design briefs, steering concept ideation, and feedback cycles to elevate creative quality and performance
- Established creative workflows and standards to improve team output, consistency, tracking and speed as the account scaled
- Managed team output while staying hands-on with production across video and static formats

Feb 2026 - July 2026
Full-stack designer

- Developed creative briefs and concepts independently, then executed them into video and static ad creatives across multiple formats, helping establish the brand's early creative system
- Worked closely with the Creative Team Lead to develop and refine the creative strategy, new concepts, angles and avatars as the account began its growth phase
- Rapidly iterated on concepts based on performance data, building an early understanding of what drives results at scale

MELSOFT / MOON ACTIVE

2024 - 2026
Concept Level Designer

- Created design concepts for live-ops events, defining the layout, structure and intended player experience for each level through detailed design drafts
- Collaborated with Concept Narrative Designers on selecting items, building upgrades, missions, and developing the story, independently handling these elements for selected events
- Led concept handovers to production teams and supported implementation through feedback and quality assurance, helping ensure the final event reflected the intended theme, gameplay and player experience
- Conducted research and competitive analysis to inform new concepts and gameplay ideas
- Contributed to the creation of game design guidelines

2023 - 2026
Senior Level Designer

2022 - 2023
Level Designer

- Started as a Junior Level Designer in a five-month Level Design Bootcamp and was among a select group of participants promoted to Level Designer upon completion
- Designed and developed levels for live-ops content from concept through implementation
- Built, playtested and iterated on levels to refine gameplay, difficulty and overall player experience
- Worked within a structured studio pipeline, collaborating with narrative designers, 2D/3D artists, game economy designers and other disciplines throughout production

MB "Studio Mitkus"

2021
Comic book letterer

Worked on a historical Lithuanian comic book "Karo Aviatoriai" - the story of the country's first military aviators during the struggle for independence after World War I

- Designed and visualized the sound effects
- Created the comic book's official font and the dialogue lettering

Education

Vilnius Gediminas Technical University

2017 – 2021
Bachelor of Informatics Sciences - Multimedia and Computer Design