

# NICHOLAS MONTANO

SENIOR ART DIRECTOR | DESIGNER

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## // ABOUT ME

Self-motivated Senior Art Director with 10+ years of industry experience. Equipped with creative problem-solving skills and a passion for all things design, I collaborate with team members to understand, execute and exceed client goals and objectives.

## // HIGHLIGHTS

- Digital and Traditional Media
- Responsive and Adaptive Design
- Photography and Video Direction
- Pre/Post-Production
- CG Development
- UI Design
- Prototyping
- Concept Creation
- Mentoring Support

## // EXPERIENCE

### LATCHA+ASSOCIATES

**Senior Art Director** Aug 2021 - Present

- Design domestic/international print and digital brochures for Ford Motor Company
- Direct photo shoots, retouching and CG development for Ford vehicles
- Create new design concepts and apply established brand identity systems
- Review and approve final materials for production

### EPSILON - A PUBLICIS COMPANY

**Senior Art Director** Nov 2016 - Aug 2021

- Designed and refreshed data-driven CRM solutions for Ford, Quick Lane and Lincoln
- Applied design systems and developed style guides for digital and print production
- Incorporated responsive/adaptive design for digital communications
- Created and prototyped email, landing pages, OLA/social and video

### COMMONWEALTH//MCCANN

**Art Director** Jan 2015 - Oct 2016

**Junior Art Director** Apr 2013 - Dec 2014

- Designed site pages and created supporting digital content for Chevrolet
- Coordinated and directed CG and on-site photography/video shoots
- Provided post-production direction

### GOODBY SILVERSTEIN & PARTNERS

**Junior Art Director** Oct 2012 - Mar 2013

- Developed online content, including OLA and pages on Chevrolet.com
- Designed for print, events and exhibition spaces

### OAK POINTE GROUP

**Marketing Support** May 2010 - Oct 2012

- Designed brochures, promotional materials, email, social and newspaper ads
- Produced all print and digital marketing items

## // EDUCATION

### SPECS HOWARD SCHOOL OF MEDIA ARTS

**Graphic Design Diploma** Feb 2012 - Feb 2013

- A.C.E. Award - In recognition of Achievement, Commitment and Excellence

### CENTRAL MICHIGAN UNIVERSITY

**Bachelor of Science in Business Administration** Aug 2005 - May 2010

- Major: Marketing • Minor: Advertising