

NICHOLAS MONTANO

SENIOR ART DIRECTOR | DESIGNER

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// ABOUT ME

With 15 years of industry experience, I'm a creative problem-solver with a passion for all things design and always eager to keep learning. I thrive on team collaboration to understand, execute and exceed client goals and objectives.

// HIGHLIGHTS

- Concept Creation
- Digital and Traditional Media
- Responsive and Adaptive Design
- Photography and Video Direction
- Pre/Post-Production
- Prototyping Software
- Adobe Creative Cloud
- Presentation Software
- CG/AI Development
- UI Design
- On-screen graphics
- Mentoring Support

// EXPERIENCE

LATCHA+ASSOCIATES

Senior Art Director Aug 2021 - Present

- Lead Art Director for digital media, printed material and video content for Ford Pro
- Direct photography/video shoots, live broadcasts, retouching and CG development
- Establish design styles for page layout, customer training/eLearning, presentations, digital assets and graphic treatments for video
- Review and approve final materials for delivery

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 website, email, display, social and video content

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 (SPECS AT LTU)

Graphic Design 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