

# Calvin Monterrosa

## Senior Graphic Designer & Art Director

### CONTACT

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### Profile

Multi-industry designer and art director with 10 years of experience, with a focus on tech, finance and consumer industries. Skilled with collaborating across teams and departments. Works well on small or big teams, in-house or across multiple clients, and most importantly can bring a fun energy to any team.

### EXPERIENCE

#### Senior Designer | 2018 - 2023

LOTAME

Brand design in the ad-tech & data industry. Oversaw video and design strategy. Helped conceptualize and design our company re-brand. Developed consistent visuals, design and branding across many different channels including: print, digital, social, video, external and internal collateral. Managed design interns and freelancers/contractors.

#### Designer | 2017

ORGANIC

Worked in the digital advertising sector of Wells Fargo. Work included digital advertising, social, mobile and web design. Work spanned across acquiring new customers, tech, finance, and wealth management.

#### Freelance Art Director | 2016

CUTWATER

Worked across multiple CPG brands including Peet's Coffee, Brawny, and Sparkle. Work included digital and social advertising, product launches, experiential campaigns, and product/campaign pitches.

#### Freelance Creative | 2014 - 2015

OGILVY & MATHER

Conceptual Designer/Art Director working across a variety of brands including IBM, Samsung, NesQuik and BP Oil. Work included banners, campaign concepts, social, and gif creation.

### EDUCATION

Art Direction

Miami Ad School

2015-2016

AAS/Fashion & Apparel Design

FIDM, San Francisco

2009-2011

### TOOLS

Photoshop

Illustrator

InDesign

After Effects

Ceros

PowerPoint

Google Slides

Keynote

WordPress

Hubspot

Figma

### SKILLS

Graphic Design

Conceptual Thinking

Art Direction

Template Design

Event Design

Video

Illustration

Typography

Hierarchical Design