

KEVIN MONTAÑO | GRAPHIC DESIGN

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Throughout my career, much of my focus has been put towards creating a balance between clean, elegant, and functional design.

I am constantly engaged in all aspects of design and look to challenge myself with new creative opportunities to further sharpen my skills.

Outside of work, I live an active lifestyle, hanging with my dog and cat, riding motorcycles, and taking many photos along the way.

Work Experience

Head of Design | Founder Sport Group | February 2018 to Present

- Lead designer in charge of establishing the visual identity for the Founder Sport Group (FSG) brand
- Collaborated with developers to automate fully custom, team-specific, catalogs on demand
- Updated visual language for each of the four brands along with new product photography to help reinforce the overall brand
- Created UI for website, product builder/configurator, and landing pages to help transition existing customers to the new brand

Graphic Designer | AC&M Group | September 2016 to January 2018

- Renovated clients' existing brands, to provide up-to-date, original brand identities
- Created mock-ups for interactive sites to maintain a seamless user experience for both mobile and web applications
- Designed social media campaigns, targeting Latino and minority markets in the U.S., via research on culture-specific trends

Graphic Designer | PreGel America | December 2013 to September 2016

- Designed trade show booths and print collateral to promote new product lines for the U.S. and Mexico markets
- Creation of original magazine ads, editorials and social media graphics for Latin American market
- Coordinated and oversaw photoshoots with pastry chefs to promote product lines and educational seminars

Intern | UNC Charlotte Enrollment Management Office | January 2013 to May 2013

- Designed print materials to provide UNCC students valuable information on housing, sports, and student organizations
 - Revamped the existing visual language to target the younger, modern market to promote the services offered to new students
 - Provided media coverage and photography for use in promotional materials for campus-life activities and organization launches
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Education

University of North Carolina at Charlotte | Graduated May 2013 Bachelor of Fine Arts in Graphic Design | Minor in Art History

Recognitions

2015 BMA Carolinas ProAds Gold Award | PreGel Seasonal Flavor Planner Campaign | Category: Demand Generation

Technical Skills

Adobe Photoshop, Adobe Illustrator, Adobe Indesign, UX/UI, HTML & CSS, Adobe After Effects, Photography

Areas of Expertise

Branding, Art Direction, Typography, Layout, Motion Graphics, Illustration, Print Design

Language Skills

English (fluent), Spanish (fluent), French (intermediate level)