

Summary My name is **Montana McLean Whittington**. I am a graphic designer, art director, and photographer. I create content that resonates and builds a timeless brand story. I think equal parts creatively and strategically.

Experience

Art Director, Designer at TEAK since October '17

- Art direct all content related to my accounts. Build thoughtful design systems that balance the brand's needs and the client's ideas.
- Design harmonious on-brand content across multiple digital and print touchpoints.
- Conceptualize, photograph, and deliver social media content and website assets.
- Work with the Creative Director to develop original and thoughtfully considered designs.

Principal Designer at LXMI since June '16 (freelance since October '17)

- Create moodboards, select and schedule talent, act as product stylist, retouch images, manage post-editing.
- Design secondary/primary packaging solutions, sign off on pre-production samples to ensure accurate graphics.
- Deliver website mockups, content, oversee implementation and user-experience. Design story-driven content for digital ad campaigns that grow sales.
- Design bi-weekly newsletter that increased viewership from 46k to 102k over 6 months, social media assets that grew following from 5k to 12.6k.

Designer at LOLA Creative in '16

- Created elevated wardrobe linesheets for fashion brand's products. Assistant to Art Director during photoshoots.

Key Account Manager at Voxbone from '13 to '16

- Inaugurated flagship SF office, mentored new hires, yearly visits to Belgium. Negotiated high-dollar service contracts. Left with a valuable fluency of customer service.

Freelance Hybrid Designer since May '11

- Design logos, brand identities, print and editorial media. Create and launch websites on Squarespace, Shopify.

Education

b.s. Biology at Santa Clara University '07-'11

- President's Scholarship, SMART Grant, Orientation Leader
- Adobe Suite Teacher (Work-Study Program)

Skills

Technical

- Adobe Creative Suite: After Effects, Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro
- Shopify, Squarespace
- Mailchimp

Creative

- Art Direction
- Branding and Identity
- Digital Illustration
- Package Design
- Visual Ideation
- Website UX, CSS

Extracurricular

- Scuba Diving
- Amateur Kite Surfing
- Bikram Yoga
- Road Cycling

Contact

Portfolio

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