

# MONTY ORTIZ

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## SENIOR GRAPHIC DESIGNER

I am an award-winning senior graphic designer with high-level experience in graphic design, generative AI, management, marketing, social media marketing, digital marketing, email marketing, web and print design, SEO, project management, cost control, employee development, account management, brand development, advertising, and consulting. My most pertinent career goal is to obtain a position with a company I can grow with for the rest of my career. Aside from seeking to utilize the skills I developed in my previous professional experiences; I am aiming to positively impact morale and the company's success.

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## SOFTWARE SKILLS

**Adobe Creative Suite, Acrobat, Dreamweaver, Illustrator, InDesign, Photoshop, Premiere, XD, Figma, PowerPoint, Microsoft Office 365, WordPress, HTML, CSS**

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## WORK EXPERIENCE

### Senior Graphic Designer | Creative Director (Designamo Graphics) (2023 - Current)

- Create impactful visual solutions for print and digital media, and service diverse client needs in various industries.
- Display communication skills by collaborating with clients to turn their visions into captivating designs that align with their brand, business, and marketing goals.
- Exhibit account management skills by building rapport, delivering high-quality work on time and budget, and leveraging vendor relationships with printers, web developers, and other vendors to achieve seamless project execution.
- Manage all aspects of freelance projects from initial concept to final delivery, and ensuring deadlines and budgets are consistently met.

### Senior Graphic Designer | Creative Director (Satori Marketing) (2019 - 2023)

- Achieved staff results by overseeing the recruitment, training, and performance management of the design team.
- Led design teams on projects for the Texas Department of Transportation and Agriculture, Houston Independent School District, Texas A&M and Texas Tech University, Harris County Flood Control District, and other clients.
- Managed a staff of employees and maintained a high retention rate of company personnel by organizing teambuilding activities, engaging in employee development, and establishing a positive work environment.
- Tracked project budgets to maintain and maximize project profitability and ensuring ADA website compliance and application of best practices in coding.
- Led a project team executing a large-scale employee recruitment campaign for Houston ISD, including website landing pages, social media, vehicle graphics, print advertising, recruiting events, photoshoots, and TV commercials.

### Senior Graphic Designer | Creative Director (Brand-Aid Consulting) (2013 - 2019)

- Achieved staff results by overseeing the recruitment, training, and performance management of the design team.
- Developed clients' digital strategies, provided recommendations for design, architecture, and digital solutions, and oversaw the design, development, and implementation of graphic, layout, and production communication materials.
- Displayed teamwork skills by partnering with business teams and agencies to transform ideas into creative deliverables.
- Oversaw the delivery of creative design solutions in print and digital for a wide range of services and products.
- Managed the conception, execution, and production of creative projects, and overseeing vendor relationships for printing, advertising, SEO, and other professional services.

### Marketing Coordinator | Marketing Consultant (Vynckier Enclosure Systems) (2010 - 2018)

- Exhibited leadership skills by supervising the creative department's daily workflow, assigning project workload, ensuring adherence to deadlines, and leading website development projects.
  - Oversaw marketing initiatives and website development, overseeing SEO, web design, graphic design, and social media management operations, and organizing and managing trade shows and marketing events.
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## EDUCATION

**University of Houston (Corporate Communication)**