

NICOLE MONTORIO

Graphic Designer

Brand | Campaign | Digital | Print



View Portfolio

479.418.1585

nicoleemontorio@gmail.com

Northwest Arkansas

www.nicoleemontorio.works



Versatile Graphic designer experienced in creation of high-volume, multi-channel marketing campaigns across digital and print. Skilled in developing cohesive creative for email, web, social media, advertising, retail, packaging, & large-format applications, all while managing multiple campaigns, formats, & deadlines.

PROFESSIONAL EXPERIENCE

Lead Graphic Designer

Nature's Medicines/ PurLife | Remote

September 2023 - Present

- Support 17 dispensary locations across New Mexico and Arizona, independently managing a high-volume pipeline of digital, print, retail, web, and packaging creative.
- Supervise one direct report, coordinating workloads, establishing priorities, reviewing creative work, and providing feedback to maintain quality and meet deadlines.
- Translate marketing objectives, promotional offers, campaign copy, and supplied assets into original visual concepts and cohesive multi-channel campaigns, primarily from direction provided by the Marketing Director.
- Produce approximately 4-5 targeted email campaigns per week, typically comprising 3-12 individual promotional panels, while supporting web, social, e-commerce, billboard, packaging, and in-store creative needs.
- Extend campaign concepts across numerous formats and placements, frequently managing 50-80 individual artboards within a single illustrator project to accommodate differing dimensions, compositions, messaging, and channel requirements.
- Design print, digital, and large-format collateral including full-bleed posters, banners, bag stuffers, point-of-sale signage, billboards, stickers, buttons, merchandise graphics, social assets, and website promotional creative.
- Develop consumer packaging and labeling from initial concept through production dieline, including mylar packaging for cannabis flower and edible products, jar labels, and compliance-related label modifications.
- Integrate third-party brands into identities and supplied creative assets into company campaigns, maintaining partner brand standards while developing executions that complement PurLife's established identity.
- Collaborate with marketing, social media, e-commerce, and edible-product teams while overseeing day-to-day creative execution, quality control, competing priorities, and deadlines in a fully remote environment.

Owner & Freelance Graphic Designer

SpaceCase Creative/MMM Graphics | Remote

2014 - Present

- Develop original brand identities, brand refreshes, and visual systems, extending concepts across business cards, menus, advertisements, signage, promotional material, informational collateral, social creative, and other print and digital applications.
- Manage projects from initial client discovery and concept development through revisions and finished creative, translating broad or loosely defined client ideas into cohesive visual solutions.
- Maintain ongoing client relationships and produce repeat creative while providing custom illustration, promotional design, information-heavy layouts, and production ready collateral.

ADDITIONAL DESIGN-RELATED EXPERIENCE

Administrative Assistant

KA Realty | 220 Glacier Dr, Alamogordo, NM 88310

May 2023 - September 2023

- Supported brokerage operations while providing graphic design, branding, newsletter production, social media creative, and property photography. Unified brokerage documents to improve visual consistency and designed, published, and distributed the company's quarterly newsletter.

EDUCATION

2023 - 2026

Associate of Applied Science in Graphic Design

New Mexico State University

2023 - 2026

Certificate of Completion in Graphic Design

New Mexico State University

SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Procreate
- Adobe Premiere Pro
- Adobe After Effects
- WordPress/Cornerstone
- Microsoft 365



CORE COMPETENCIES

- Brand and Campaign Design
- Visual Concept Development
- Digital and Print Design
- Email Marketing Creative
- Multi-Format Campaign Adaptation
- Packaging Design
- Dieline Development
- Large-Format Graphics
- Retail and POS Marketing
- Social Media Creative
- Web Graphics
- Third-Party Brand Integration
- Brand Identity and Refreshes
- Production Design