MONTANA MCLEAN WHITINGTON

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EXPERIENCE

AKQA AT APPLE

Senior Interactive Designer from June 2019 - present

Currently at AKQA's client Apple on the Marcom Retail Interactive team – design and prototype for Product Launch campaigns and bespoke Marketing pages for events, apple.com and Apple Store App. As an AKQA at Apple Design Lead, I coach and mentor my colleagues.

TEAK

Art Director and Designer from October 2017 - June 2019

Lead the art direction of a team of designers and copywriters by guiding brainstorming sessions, developing mood boards, and delegating design tasks.

Drove concept development by visualizing and presenting compelling creative to the client, ensuring that the proposed solutions meet business objectives from a marketing and creative perspective.

Partnered with production to align on appropriate talent and location, and ensure accurate execution of creative vision.

Designed exceptional, story-driven content for digital campaigns including email, microsites, landing pages, print, and out-of-home.

LXMI

Art Director and Designer from June 2016 - October 2017

Designed primary and secondary packaging solutions, approved pre-production samples to ensure accurate graphics.

Designed, launched Shopify e-commerce website followed by ongoing UX and content updates.

Crafted weekly Mailchimp newsletter that increased viewership from 46k to 102k over 6 months. Created content for digital ad campaigns that grew social following from 5k to 12.6k over 10 months.

Developed visual design standards, to maintain consistency across the brand through all channels.

LOLA CREATIVE

Asst. Art Director, Designer from January 2016 to June 2016

Assisted the Art Director on content development, lifestyle photography for fashion clients.

FREELANCE

Hybrid Art Director Designer from May 2011 - Present

Art Direction and Graphic, Web Design for clients.

STATEMENT

I translate ideas from concept to reality, create harmonious content that resonates across touchpoints, and think equal parts creatively and strategically for developing design solutions.

SKILLS

TECHNICAL

Illustrator, InDesign, Lightroom, Photoshop, XD, Adobe After Effects, Sketch, CSS Front-end Development, Newsletter Design, Shopify, Wordpress, Squarespace

CREATIVE

Art Direction, Branding and Identity Design, Digital Illustration, Digital Photography, Package Design, Strategic Design Thinking, Visual Ideation

EXTRA-CURRICULAR

Rollerblading, Road Cycling, Scuba Diving, Stand-up Paddleboarding, Wanderlusting

EDUCATION

SANTA CLARA UNIVERSITY

Bachelor of Science in Biology, May 2011

President's Scholarship, SMART Grant, Student Orientation Leader, Adobe Suite Computer Lab Instructor, Work-Study Program