

LOLI MARI MONTALVO

Creative Director · Visual Artist · Digital Media Specialist



Contact

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Education

2001- 2005
Inter American University

- Master of Fine Arts (MFA)

1998-2001
Pratt Institute

- Bachelor of Arts (BA)

Skills

- Graphic Design & Typography
- Illustration
- Motion Graphics & Video
- Web & Digital Design
- Team & Project Leadership
- Curriculum & Program Design
- Client & Stakeholder Collaboration
- Cultural & Industry Research
- Python Coding language
- Web development fundamentals (HTML, CSS) — Certified through Stanford University
- Content Management Systems (WordPress)
- Digital media production and cross-platform content design

SUMMARY

I am a multidisciplinary artist with over 25 years of experience leading visual identity systems, digital campaigns, and motion-driven storytelling across academic, nonprofit, and commercial environments. I am known for translating complex ideas into elegant, culturally resonant visual systems. I also serve as a professor of digital imaging and motion graphics, with expertise in brand strategy, cross-platform creative production, and the design of visually driven studio art curricula.

EXPERIENCE

Creative Director / Senior Graphic Designer 2007-present
Freelance & Agency-Based Projects | New York, NY, Barcelona, Spain

- Led branding, graphic design, and digital media projects for clients across education, legal services, healthcare, arts, and small business sectors.
- Expert-level proficiency in Adobe Photoshop, Illustrator, InDesign, Acrobat Pro, Figma, Canva, and Microsoft Office Suite.
- Directed projects from concept through final production, ensuring brand consistency, technical accuracy, and client satisfaction.
- Presented creative concepts, design strategies, and project updates directly to clients, maintaining long-term professional relationships and repeat business.
- Developed print and digital marketing materials, publications, presentations, social media campaigns, websites, and educational content.
- Collaborated with cross-functional teams, vendors, and stakeholders to meet deadlines and project requirements.
- Maintained meticulous quality-control standards, reviewing layouts, typography, color accuracy, image preparation, and production specifications.
- Produced publication-ready materials for print, web, and large-format applications while adhering to strict design and branding guidelines.

Honors

- Pratt Institute Circle of Honor
- Outstanding Merit in Illustration
- Institute of Doctoral Education in Visual Arts (USA) — Fellowship
- University of Calgary — Graduate Fellowship
- Python language Programmer Stanford University Certification

Programs & tech expertise

- Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Premier, Audition)
- Microsoft Office Specialist (MOS) Word, Excel, PowerPoint
- Figma (Advanced/Expert)
- WordPress
- HTML/CSS
- Canva
- AI-Integrated Creative Technologies Specialist in AI-driven visual storytelling & design automation / concept development
- AI-driven creative platforms, including MidJourney, Artlist
- Expert-level experience with digital design and productivity tools, including Canva and Notion, for creating branded materials, presentations, and structured digital workflows

St. Paul's School of Nursing— New York, NY Adjunct Professor of Digital Media

2026-present

- Provide instruction on computer systems, programs, software, and academic facilitation in a Medical Assistant (MA) program that is career-focused with a higher education setting.
- Translate complex digital subject matter into accessible, student-centered visual learning experiences.
- Guide adult learners in developing professional competencies, critical thinking, and practical visual skills in the computer.
- Maintain instructional documentation, attendance, and assessment records in compliance with institutional standards

Marcus Evans Group — Barcelona, Spain

2012-2014

Artistic Project Coordinator

- Coordinated visual strategy and presentation design for high-level, cross-industry conferences
- Developed executive-facing visual materials for Fortune 1000 audiences
- Collaborated with global teams to ensure clarity, consistency, and brand alignment
- Translated complex business content into clear, compelling visual narratives

Signo Expressió Gràfica S.A. — Barcelona, Spain

2010-2012

Senior Graphic Designer - Creative Director

- Led creative direction for branding, web, and print projects across diverse client portfolios
- Managed client relationships from concept development through final delivery
- Oversaw visual systems, typography, and production standards for multi-channel campaigns
- Conducted industry and market research to inform strategic design decisions
- Balanced creative leadership with account management, timelines, and deliverables

Briarcliffe College — New York, NY

2008-2010

Professor of Digital Imaging

- Taught digital imaging, color correction, PDF production, and web media
- Created and taught upper-level courses in digital imaging, visual communication, and web-ready media
- Guided students through the complete creative pipeline: concept development, image capture, editing, color correction, and final output
- Introduced professional workflows for PDF construction, file optimization, and cross-media consistency

- Skilled in integrating AI and digital platforms into creative and educational environments to enhance efficiency, visual quality, and user engagement
- Proficient in integrating AI into market research, audience analysis, and sales strategy, leveraging data-driven insights to inform branding, content development, and customer engagement

Languages

- English: Fluent
- Spanish: Fluent

Maxim Legal LLC — New York, NY / Paris France 2005–2008
Senior Graphic Designer / Instructor

- Designed courtroom-ready visual graphics for complex legal cases
- Translated technical and legal information into clear, persuasive visual presentations and taught other designers.
- Produced trial graphics using Adobe Creative Suite, PowerPoint, and illustration tools
- Collaborated with attorneys to support litigation strategy and case storytelling

Britto Central (Romero Britto) - Miami Beach, FL 2006–2008
Gallery Attendant / Art Sales

- Engaged with an international clientele on Lincoln Road, providing an inviting and educational gallery experience centered on the work of Romero Britto
- Presented and explained artistic concepts, techniques, and the creative process behind original works, limited editions, and sculptures
- Guided clients through artwork selection, building emotional and aesthetic connections that supported confident purchasing decisions
- Managed sales transactions from initial inquiry through closing, consistently contributing to daily and event-based sales goals
- Developed strong product knowledge across mixed media, prints, and collectibles to effectively position works for diverse collectors
- Assisted with art handling, including safe packaging, inventory organization, and maintaining museum-quality display standards
- Supported gallery operations during high-traffic periods and special events, ensuring a polished and professional environment