

Erica Montes

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Education

KUTZTOWN UNIVERSITY
Bachelor of Fine Arts
Communication Design

Expertise

ART DIRECTION
CONCEPT
DESIGN
BRANDING
EDITORIAL LAYOUT
ADOBE CREATIVE SUITE

Experience

INNOVATIVE DESIGNS & PUBLISHING

DIRECTOR OF CREATIVE SERVICES | JUNE 2013—PRESENT

- Lead a 7 person creative team, consisting of designers and interns for internal brands that include Lehigh Valley Style, Susquehanna Style, Berks County Living, and Fluid Power Journal.
- Cultivated a collaborative environment allowing for team growth and development.
- Provide creative direction for 3 monthly lifestyle magazines and 1 trade journal.
- Coordinate monthly printing and production for all 4 brands and any additional materials that need to be produced. These can include things such as bellybands, tip-ons, gate-fold bind-ins and supplemental booklets, always working closely with the Publishers to provide estimates and establish costs.
- Provide an agency approach for various external customers, from information gathering, estimating, design execution, and concept presentation. Projects include ad campaigns, branding, collateral material, outdoor, web design and development, email campaigns, and targeted digital advertising.

LUTRON

CONTRACTED DESIGNER | FEBRUARY 2012—JUNE 2013

- Established a work-flow between project managers and the design team to meet internal client deadlines.
- Designed a variety of collateral pieces, trade show graphics, and advertisements for marketing purposes.

LEHIGH VALLEY MARKETPLACE

SENIOR ART DIRECTOR | NOVEMBER 2004—JANUARY 2012

- Built a design team, consisting of 4 designers.
- Led them in the artistic development of advertisements, communicating and coordinating with both account executives and clients throughout the process.
- Managed the overall layout and production of the monthly magazine and attended on-site press checks.
- Scheduled and led photoshoots, client creative briefs, and presentations.

FREELANCE

GRAPHIC DESIGN/ART DIRECTION | 2000—2008

- Coordinated and designed advertising campaigns, branding, direct mailers, brochures, and flyers working directly with a variety of clients.
- Responsible for managing, acquiring new clients, billing, and establishing a roster of preferred vendors.

LEHIGH VALLEY COLLEGE

DESIGN INSTRUCTOR | FALL 2000—SPRING 2005

- Taught a variety of courses within the design curriculum. Including Design Elements, Digital Prepress, Graphic Design 1 & 2, Illustrator, Quark, and Photoshop.
- Developed projects for students to grasp and understand the fundamentals and the relevance of each topic and how it would relate in the work environment.