

Wilfredo Montano Jr.

SENIOR GRAPHIC DESIGNER

PROFILE

Senior Graphic Designer with 20+ years of experience across brand identity, marketing, packaging, print, digital, and motion. Proven ability to lead cross functional teams, develop creative strategy, build brand systems and marketing campaigns, and execute high throughput projects. Known for having a calm, dependable approach and thoughtful design solutions that increase engagement and brand recognition.

EDUCATION

2008
Bachelor of Science, Graphic Design
The Art Institute of California, San Francisco

1999
Associate of Applied Art, Illustration
The Art Institute of Seattle

SKILLS

TECHNICAL

Adobe Creative Cloud: InDesign, Photoshop, Illustrator, After Effects, & Premiere Pro
Microsoft Office
HTML (basic)
macOS & Windows

ADDITIONAL

Motion Graphics
Brand Systems & Guidelines
Packaging & Print Production
Trade Show & Environmental Graphics
Photography & Video Direction

INDEPENDENT DESIGNER / FREELANCE

Brand & Graphic Designer | 2008–Present

Selected clients include:

Microsoft – National print advertising layout for Microsoft/Teradata partnership

Bad Apple – Private label brand system, packaging, retail assets, and apparel

Hello Gorgeous – Brand identity system, signage, and merchandise

Petals Floral Design – Brand identity and collateral

Modern Zen – Brand identity system and collateral

Marshall's Farm – Re-Brand, packaging, & retail assets

IRise Bakery – Handmade logo and scalable brand mark

PROFESSIONAL EXPERIENCE

Plant Sciences Genetics (Contract)

Brand & Marketing Designer | Remote / Global | 2024–Present

Lead global brand development to evolve existing logo into a comprehensive brand system, business suite, new product launches, and activation campaigns. Develop and execute deliverables, product marketing, and advertising strategies in the U.S., Mexico, and Europe to ensure brand consistency across global teams and subsidiaries in Latin America and Europe. Design custom assets, including trademarked berry iconography, sales collateral, investor pitch decks, advertisements, and trade show environments.

Coastal Cantina

Owner / Brand Director / Chef | Westfield, IN | 2022–2026

Built and scaled restaurant brand from the ground up, including name, identity, brand standards, menus, campaigns, social media content, and in-store visuals. Directed menu development and culinary execution to ensure alignment between brand and customer eating experience. As owner and chef, managed day-to-day operations including team leadership, inventory management, and financial oversight to support sustainable growth. Led and mentored a Junior Designer to execute production deliverables to align with brand strategy.

Coastal Kitchen

Owner / Creative Director / Chef | Indianapolis, IN | 2021–2022

Developed and managed coastal-inspired food truck, leading full brand identity, truck design, website, and product photography. Led and executed menu development, culinary execution, day-to-day operations, team management and financial analysis. Managed visual direction across menus, social media, and customer touchpoints while scaling the business.

Sloppy's

Owner / Brand Developer / Chef | Indianapolis, IN | 2019–2021

Created and led a globally-inspired food truck concept, developing the brand identity and visual system, logo, truck wrap, menu design, and social content. Led recipe development and day-to-day culinary execution, ensuring a cohesive connection between the food, brand voice, team culture, and customer experience.

Nordic Naturals

Graphic Designer | Watsonville, CA | 2011–2019

Created marketing assets across print, web, social, retail, and events; spanning 18 countries and 12 languages. Managed quarterly design of international product catalogs, contributed to brand architecture, developed new product launch campaigns, and redesigned website. Led video and photography projects from concept through production; including directing, shooting and editing product and lifestyle assets. Developed trade show environments, executive presentations, and campaign materials while implementing cloud-based asset management systems that improved workflow efficiency and approval processes.

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