

hilaria montes

graphic designer

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Graphic Designer with 7+ years of experience. Co-founded a creative agency in Mexico that partnered with 80+ clients across industries. Skilled in creating impactful visuals and developing content strategies that build brand awareness, embrace the visual language of social media, and align with brand standards and guidelines, all while staying ahead of trends. Highly collaborative, bilingual, and now based in NYC as a legal resident, eager to bring creativity, organization, and strategic thinking to your team.

EXPERIENCE

Desert Creative Group - Idaho

July 2025 - Present

Contract Graphic Designer - Remote

Create high-impact visuals that bring marketing campaigns and brand stories to life across digital and print platforms. Collaborate closely with marketing teams to translate ideas into engaging, cohesive designs that strengthen brand identity and capture audience attention. From concept development to final delivery, I manage projects with a focus on creativity, clarity, and collaboration.

- Manage multiple projects simultaneously, ensuring timely delivery and high design standards.
- Prepare production-ready files and implement efficient workflows for version control and feedback cycles

Amiga Estudio - Mexico

October 2020 - July 2025

Graphic Designer, Creative Director, & Cofounder - Remote

Managed all end-to-end creative projects, delivering strategic, visually compelling solutions designed to strengthen each client's digital presence and align with their brand identity and goals. Created digital and print assets following brand guidelines, including e-commerce imagery and marketing content for paid and organic social channels; directed photoshoots, edited photos and videos, and optimized campaigns through ongoing analysis of performance metrics.

- Maintained a high client retention rate with 5 monthly clients remaining active for 3+ years and 4 monthly clients since the agency's founding.
- Increased email campaign click-through rates from an average of 1.52% to 3.96% for Monteverde Hotel de Cabañas through high-impact visual design.
- Managed Monteverde Hotel de Cabañas' social media accounts (Meta and TikTok) and email campaigns (Mailchimp), which accounted for 25% of their total bookings, positioning it as their third highest conversion channel.
- Successfully directed the creative promotion for the launch of Pasaporte Jalisco, a tourism initiative to guide visitors through the state. The Meta campaign ran from August 20, 2024, to April 30, 2025, reaching 503,403 users, generating 923,561 impressions, and driving 18,776 link clicks through a paid and organic strategy.

Freelance Branding & Social Media

June 2018 - October 2020

Graphic Designer - Remote

Developed visual designs such as branding, social media content, illustrations, and collateral for 6 clients. Managed all aspects of the design process, from concept development to final delivery, while maintaining clear communication with the clients and meeting their project deadlines.

- Clients included the podcast *Conversaciones Fabia y Masala*, the cosmetology studio Lavanda Púrpura, and the band Seasons, which paved the way for these brands to transition into long-term clients at Amiga Estudio.

EDUCATION

Bachelor's Degree in Design

January 2012 - December 2016

ITESO, Guadalajara, Jal, Mexico

Jesuit University of Guadalajara is one of the most prestigious private universities in Mexico, known for its academic excellence

Cultural Exchange & Independent Study

September 2017 - March 2019

Parsons & SVA (School of Visual Arts)

SKILLS

Multi-disciplinary and Proactive
Concept Development
Typography & Color Theory
Strategy-forward
Social Media Content Creation
Collaborative and Detail-Oriented
Advertising Creative Design
Website Design
Photo and Video Editing
Time management

TOOLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, and Lightroom)
Canva
Procreate
Figma
Mailchimp
Wix and Shopify
Google Workspace
Microsoft Office