

Hilaria Montes

Graphic Designer

hilariamontes@gmail.com | 718 213 9834 | portfolio: hilariamontes.com | [Linkedin](#) | NYC

Creative Designer & Social Media Strategist with 7+ years of experience in branding, graphic design, and digital marketing. Co-founded a successful agency serving 80+ clients across industries, including fashion, retail, and hospitality. Expert in creating impactful visuals and developing content strategies that drive engagement and growth. Highly collaborative, fully bilingual, and eager to bring creativity, organization, and strategic thinking to your team.

WORK EXPERIENCE

Graphic Designer

Desert Creative Group | July 2025 - Present

Collaborate with B2B clients to execute high-level design work across digital and print platforms. Develop marketing collateral, branding, presentations, social media assets, and editorial materials while managing multiple projects simultaneously. Partner closely with clients to translate business objectives into effective design solutions, ensuring brand consistency, high-quality execution, and on-time delivery.

- Produced ADA-compliant PDFs and accessible design documents, ensuring materials met accessibility standards while maintaining a polished visual experience.
- Led projects from concept through final delivery, providing creative direction, design recommendations, and efficient solutions that kept projects on schedule.

Lead Graphic Designer & Marketing Manager - Co-founder

Amiga Estudio | October 2020 - July 2025

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. Strategically optimized content and campaigns through ongoing analysis of performance metrics.

- Developed and executed customized brand and content strategies that generated an average monthly reach of 50K+ on Instagram and 150K+ on Facebook for long-term clients.
- 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.
- Led creative for the launch of Pasaporte Jalisco (a tourism initiative to guide visitors through the state), reaching 503,403 users and generating 18,776 link clicks through integrated campaigns. (August 20, 2024, to April 30, 2025).

Freelance Graphic Designer

June 2018 - October 2020

Developed visual designs such as logos, 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 become long-term clients at Amiga Estudio.

EDUCATION

Bachelor's Degree in Design
ITESO, Guadalajara, Jal. Mexico.

Construction Techniques
Parsons

Fiber Arts
SVA

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, After Effects, and Lightroom), Canva, Procreate, Figma, Mailchimp, Wix and Shopify, Google Workspace & Microsoft Office.