

**GIOVANNI MONTOYA**  
**M.A. in Arts, Communication Design**  
**American Nationality**  
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[www.tonicdesignstudio.com/tonic/intro.html](http://www.tonicdesignstudio.com/tonic/intro.html)

## **PROFESSIONAL EXPERIENCE**

**CATCHAFIRE.ORG** (January 2019)

### **Graphic Design**

Catalogues, collaterals, web design projects for nationwide businesses.  
Work remotely with multiple non profit and corporate organizations.

**APPLE UNIVERSITY** (January 2017 to present)

### **UX and Graphic Design**

UX and graphic designer at Apple University in Cupertino, CA, work with a team of designers, copywriters and producers to create Apple digital content with strong visual design. Design marketing materials, collaterals and technical drawings. Instructional material layout formatting.

**NEPRIS.** (April 2015 to present)

Mentoring students online. Supporting educational platform with chats and conversations Nationwide with my experience in design to young students on weekends time.

**APPLE** Miami, FL (Sep 2010 to present)

### **Creative**

Teach and train in one to one sessions and groups courses in graphic and motion design. Collaborating with a creative team to design flyers, and all about collateral materials to local community venues and activities in the retail environment.

**FREELANCE PROJECTS** (2010 to present)

### **Graphic Design**

Freelance working for companies in Florida.

**KODAK**, Rochester, NY (Feb 2010 – May 2010)

### **Interactive and Graphic Designer**

Work with Human Factors and Industrial Design Dept. designing and developing interactive devices. Mobile devices prototyping and designing.

**MERGEDMEDIA**, Bad Hersfeld, Germany (Oct 2008 - Dec. 2009)

### **Interactive and Graphic Designer**

Working in an interdisciplinary group to producing videotaping, designing and executing layouts for interactive presentations.

**NATIONAL GEOGRAPHIC CHANNEL**, Washington D.C. (Sept. 2007 - Dec. 2007)

### **Graphic Designer**

Drafting and designing layouts for the NATGEO TV and online store.

**CHARASSE CHESTER AND ASSOCIATES**, Miami. FL (2004 - 2006)

### **Junior Art Director**

Managing and designing advertising campaigns for local and corporations in Miami, Design, concept and full completion of collateral products, such as logos, advertising campaign, t-shirts, brochures and websites.

## **EDUCATION**

**Dale Carnegie,**  
Fort Lauderdale, FL.  
High Impact Presentations. 2015

**Barry University,**  
Miami Lakes, FL.  
Certificate in Effective Business Writing and Effective Presentations. 2013

**Savannah College of Art and Design,**  
Atlanta, GA.  
Master in Arts (M.A.) Interactive Design and Game Development. From 2006 to 2010

**Istituto Europeo di Design,**  
Milano, Italy.  
2D Applications and Design Theory. 1994

## **TECHNICAL SKILLS**

Design Skills: Corporate identity, web design, apps design, 3D animations, art direction.  
UX design prototyping, wireframe ideation for User Experience projects, software trainer and management skills.  
Projects completion from ground zero to final product.  
Ability to work within a team.  
Freehand sketching.  
Welcome to challenges and quick adaptable to changes.

## **COMPUTER SKILLS**

Highly proficient in Photoshop, Illustrator, Dreamweaver, Quark Xpress, Flash, Final Cut Pro, After Effects, Fireworks, InDesign, Maya, Keynote, Pages, and Numbers.  
Lightroom, iBooks Author, Sketch for UX prototyping along with CSS and HTML.  
Microsoft Office (Word, Excel, Powerpoint), Google Docs.

## **LANGUAGE SKILLS**

English (Mother tongue)

Spanish (Professional proficiency)  
Italian. (Writing, reading and speaking)  
German (Beginning with language immersion)

## **PUBLICATIONS**

**PROYECTO DISEÑO** Magazine. Bogota, Colombia. Design entry published 07.26.2002.

**WWW.CWD9.COM.** Issue published (Sept. 2001)

**MOTOR MAGAZINE.** (EL TIEMPO Newspaper. Bogota, Colombia).  
Design entry was published in May 2001.

## **HONORS AND KUDOS**

**"Honorable Mention"** received from Motor Trend Automotive Design Contest 2001. Design entry displayed in the California International Auto show celebrated in Anaheim. (California International Auto show 2000)

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**2016 Association for Educational Communications and Technology (AECT),**  
Design and Development Division Outstanding Practice Award Recipient for open ABE  
Service-MOOC. Recognized as part of design and facilitation team.

A handwritten signature in black ink, appearing to be 'J. M. ...', written in a cursive style.