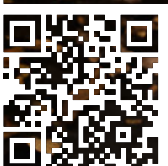




**GRAPHIC DESIGN
MOTION GRAPHICS
UI AND WEB DESIGN
ILLUSTRATION
3D MODELING**



<http://adrianmontenegro.com/>
027 645 7437





PROFILE

Art Director/Graphic designer with more than 19 years' experience in international and multi-cultural contexts dealing directly with clients and leading multimedia projects. Experience in working on accounts such as VW, Kia, Toyota, Opel, BYD, Fiat, CNH, IVECO, GE, Miraka, Western Energy, Tuwharetoa Maori Trust Board, Bluglass (Australia), Coca Cola, Vivo, Jeep, NET, and Horwath. Effective communicator with fluency in English, Spanish and Portuguese.

Creative, proactive, entrepreneurial, constantly learning new skills. Professional Degree in Graphic Design. Level 7 bachelor degree validated in New Zealand by NZTE.

Work rights:
New Zealand Resident





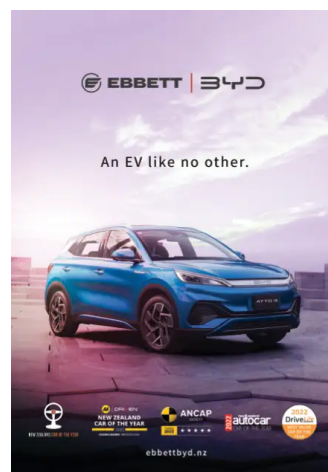
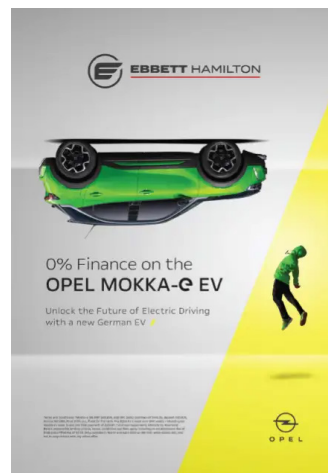
Senior Designer / Art Direction

From 02/2022 to 11/2023



Ebbett Group, Hamilton - New Zealand, <http://ebbett.co.nz/>
 Ebbett Group comes as a new challenge in my career, as a senior designer / art director, I'm responsible for taking care of a more consistent and clear message throughout the 19+ dealerships around NZ. Working directly with more than 6 different marketing managers and taking care of over 20 different car brands across the company.

- Created designs for various small, medium and big campaigns in different digital and printed media
- Solved identity issues and inconsistencies for different dealerships
- Came up with more clean and modern designs to highlight the variety of products advertised. Small everyday cars to very expensive sport and luxury cars
- Followed up with marketing managers regarding, deadlines, deliverables and providers
- Come up with concepts and deliverables for briefs with very short deadlines
- Designed an artwork that was rolled out for the whole company, 19+ dealership, including 10 different facebook ads, 20 eDMs, web banners, printed ads, digital billboards, window displays, and photoshop work on more than 30 cars, all in less than 4 days.
- Created unique artwork for a big printed billboard, 2 sides, mixing 6 different cars on a blended photo.
- Created over 10 different car signage designs in only 3 months, cars for display or to use as moving billboards. This designs where all approved with no changes/suggestions from the over 10 different clients.
- Developed 3D scenery for different car displays.





Senior Designer / Art Direction

From 08/2019 to 02/2022

Legend.

Legend, Taupo - New Zealand, <http://legendhasit.co.nz/>

Legend is an army of #fabulous people who specialise in design, branding, marketing, web development, insights, , PR, copywriting, and project management. – 7+ employees

- Created designs for various collateral from a wide range of clients
- Participated and guided different projects and clients for many different kinds of artwork, brochures, banners, annual reports, websites and signage
- Created and presented stunning presentations for pitching, including concepts animations, unique illustrations and eye catching mockups
- Followed up with clients regarding, deadlines, deliverables and providers
- Participated in meetings inside and outside the office to help sell the concepts
- Participated on projects from the start to finish, did concept presentations, design creation and delivered print ready files
- Created first 3D models for one of their oldest clients
- Created the full range of more than 15 products in 3D for a Dairy company
- Participated on new product design to be sold in China, creating a unique illustration
- Created a variety of character poses including short animations for a product mascot
- Created small augmented reality software to showcase products in 3D using business cards



Buglass



Build Taupo



Mayfair

scan to view
Website Design

<http://adrianmontenegro.com/> p: 027 645 7437





Senior Designer / Art Director

From 05/2011 to 07/2015

PRO Produtores, Brazil, <http://proprodutores.com.br/>

Events company involved in creation, design, and production of events in Brazil – 20+ employees

- Created design for events and their presentations with 3D models
- Reviewed project deadlines, finished graphic material, participated in brainstorming and client briefing meetings
- generated project presentation files and uploaded, searched for new media and technology, sent daily reports on current project status and deadlines, augmenting approvals and contracts signed
- Updated technology used for creation and layout final quality
- Responsible for the renewal of the agency's identity
- Improved communication between production and creation

Senior Designer

From 02/2010 to 01/2011

Mindsmack / [Hello@MindSmack.com](mailto>Hello@MindSmack.com) /

<http://www.mindsmack.com/>

Digital innovation Agency - Video, Blockchain, Creative Technology, disruptive marketing with 8 to 10 staff

- Illustration for games, web design and multimedia
- Participated in the creation of PS action for assets creation/patronisation
- Created illustration methods for improving game assets creation
- Created a full game, idea, characters, scenarios and logistics

Prodisse

Owner / Manager / Art Direction

From 12/2006 to 01/2010

Enorbitas

Senior Designer

From 01/2006 to 12/2006

IRIS

Owner / Studio Manager

From 12/2003 to 07/2006



EDUCATION

Bachelor's Degree in Graphic Design (March 1998 - December 2002)
Universidad Blas Pascal, Argentina

Professional Development training includes:

Artificial Intelligence Tools - Prompt and techniques - (Started 2023)
Blender - Modeling and 3D sculpting - In house training - (Started 2019)
3Dmax Character creation - In house training - (Started 2015)
Sketchup 3D - In house training - (Started 2011)
Wacom Digital illustration - In house training - (2010)

TOOLS



AI TOOLS



INTERESTS

The arts and technology, Game art, Comic books / Graphic novels, Travel

REFERENCES

Adam Murray (Ebbett - studio manager) - 0212477873
Jamie Russell (Ebbett - marketing department GM) - 02108359888
Richard Van Der Agel (Ebbett - owner) - 0297731350
Sarah Brown (Legend - Former owner) - 0274 877 682
I can also provide international references.

Marcelo Moyano

Co-Founder COO at StreamVoodoo

Adrian is a crack. A top illustrator. Always dedicated and going forward with whatever needs to be done. Responsável, knows how to propose and listen. It was a pleasure to share very good projects with him.

Chris Martin

Artist/creative

Adrian was brilliant to work with, It was a collaborative exercise and he kept adding to the project and was always encouraging - his design skills were always on show. He is a clever designer and thinker - he is also an excellent illustrator. I can't recommend Adrian highly enough...and he's a very nice person.

Setti Mulari

Mobility Marketer

Adrian is nothing short of a creative genius! His mastery in graphic design and illustration is unparalleled, but what sets him apart is his ability to seamlessly blend traditional artistry with cutting-edge technologies like GenAI. Working alongside him on campaigns for automotive giants like Opel, BYD, Chevrolet and CUPRA has been a revelation. Adrian's visuals have not only shaken up the New Zealand market but have also made waves in Europe, with BYD using his creatives in Belgium and Luxembourg. If you're looking for someone who can deliver both innovation and emotional impact, look no further than Adrian.

