

MONTANA CURRIE

CREATIVE DIRECTOR

Dog devotee with a passion for blending tech and design to create standout brand experiences that get results. I thrive on bringing big ideas to life—managing details and deadlines without losing sight of the creative spark. I'm all about lifting team energy, leading with purpose, and crafting work that resonates deeply with both brands and their audiences.

EXPERIENCE

Lead Designer **Contravent / 2022 – Present**

- Led a full refresh of the brand's look and feel—bringing the visual identity and voice up to date and helping the brand stand out in a busy market.
- Built and nurtured key client relationships, significantly expanding market reach and increasing brand visibility.
- Led and mentored a high-performing creative team, fostering a culture of innovation and seamless collaboration across departments.
- Led the creative development of flagship marketing materials, directly contributing to a 15% increase in brand awareness.
- Improved team efficiency by implementing streamlined workflows, accelerating project turnaround times.
- Oversaw concept-to-execution video production initiatives, resulting in a 25% increase in social media traffic and engagement.
- Redesigned several client websites for full ADA compliance, enhancing accessibility and user experience for all visitors.

Creative Director **Circa / 2021 – 2022**

- Built a brand identity that helped position the company's event marketing platform in the B2B SaaS space—boosting recognition and carving out a clear market stance.
- Created standout content—eBooks, infographics, case studies, and videos that fueled thought leadership and kept audiences engaged.
- Led UI/UX strategy for a new B2B platform, designing a seamless journey from user interaction to back-end data capture.
- Collaborated with marketing, demand gen, and global partners to make sure design efforts supported big-picture business goals.

Senior Designer / Project Manager **Radius Books / 2013 – 2021**

- Led design, production, and branding across all book collateral, blending creative vision with hands-on execution.
- Directed 150+ artists and stakeholders through every stage of the bookmaking process—design, layout, proofing, delivery—streamlining workflows to produce 20 art books annually.
- Designed and produced ad materials for national media, blogs, and trade shows while planning global book events that elevated the brand's visibility at home and abroad.
- Launched and scaled a nationwide donation initiative, reaching 200+ libraries and schools across all 50 states. Led events that delivered 50,000+ books to communities across the country.
- Oversaw creative and production for all collateral and way finding across 8 major museum exhibitions.

E montana@thecurriecreative.com

P thecurriecreative.com

L Santa Fe, NM

SKILLS

Creative Strategy
Marketing Campaigns
Corporate Identity
Storyboarding + Storytelling
Concept Development
Client Relationships
Collateral Design + Creation
Event Logistics + Production
Project Management
Cross-Functional Collaboration
UX / UI

TOOLS

Figma

Adobe Suite

Slack

Ai Tools

Keynote

Teamwork

Microsoft Suite

Trello

Wix

WCAG & ADA Compliance

EDUCATION

Graphic Design + Sculpture

BFA / Magna Cum Laude

Santa Fe University of Art and Design

CERTIFICATES

UI Design Specialization, Prototyping & Design, User Research & Design, University of Minnesota; Foundations of User Experience (UX Design), Google; Creative Direction, elvtr; Accessibility Specialist, WIX