

LOLI MARI MONTALVO

Creative Director · Visual Artist · Digital Media Specialist



Contact

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- 📍 New York, NY
- 🌐 artist portfolio: fineartsloli.com

Education

2001- 2005
Inter American University

- Master of Fine Arts (MFA)

1998-2001
Pratt Institute

- Bachelor of Arts (BA)

Skills

- Graphic Design & Typography
- Illustration
- Motion Graphics & Video
- Web & Digital Design
- Team & Project Leadership
- Curriculum & Program Design
- Client & Stakeholder Collaboration
- Cultural & Industry Research
- Coding language (Karel)
- Web development fundamentals (HTML, CSS) — Certified through Stanford University
- Content Management Systems (WordPress)
- Digital media production and cross-platform content design

SUMMARY

I am a multidisciplinary artist with over 25 years of experience leading visual identity systems, digital campaigns, and motion-driven storytelling across academic, nonprofit, and commercial environments. I am known for translating complex ideas into elegant, culturally resonant visual systems. I also serve as a professor of digital imaging and motion graphics, with expertise in brand strategy, cross-platform creative production, and the design of visually driven studio art curricula.

EXPERIENCE

St. Paul's School of Nursing— New York, NY 2026-present
Adjunct Professor of Digital Media

- Provide instruction on computer systems, programs, software, and academic facilitation in a Medical Assistant (MA) program that is career-focused with a higher education setting.
- Translate complex digital subject matter into accessible, student-centered visual learning experiences.
- Guide adult learners in developing professional competencies, critical thinking, and practical visual skills in the computer.
- Maintain instructional documentation, attendance, and assessment records in compliance with institutional standards

Afrolatin Association (ALAPA) — New York, NY 2019–2025
Creative Director & Principal Digital Artist

- Lead organization-wide visual identity systems across web, digital media, and campaigns
- Direct final creative output including illustration, motion graphics, and branded content
- Conduct industry and cultural research to inform strategic design decisions

Inter American University of Puerto Rico 2014–2019
Professor of Digital Arts & Motion Graphics

- Designed and led undergraduate curriculum in digital imaging, motion graphics, and design
- Mentored students from foundational through advanced levels
- Integrated Adobe Creative Suite into professional practice education

Honors

- Pratt Institute Circle of Honor
- Outstanding Merit in Illustration
- Institute of Doctoral Education in Visual Arts (USA) — Fellowship
- University of Calgary — Graduate Fellowship
- Python language Programmer Stanford University Certification

Programs & tech expertise

- Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Premier, Audition)
- Microsoft Office Specialist (MOS) Word, Excel, PowerPoint
- AI-Integrated Creative Technologies Specialist in AI-Driven Visual Storytelling & Design Automation.
- Creative AI Systems for Digital Media Production
- AI-driven creative platforms, including MidJourney, Artlist, and similar tools for visual content generation, concept development, and storytelling
- Expert-level experience with digital design and productivity tools, including Canva and Notion, for creating branded materials, presentations, and structured digital workflows

Marcus Evans Group — Barcelona, Spain

2012-2014

Artistic Project Coordinator

- Coordinated visual strategy and presentation design for high-level, cross-industry conferences
- Developed executive-facing visual materials for Fortune 1000 audiences
- Collaborated with global teams to ensure clarity, consistency, and brand alignment
- Translated complex business content into clear, compelling visual narratives

Signo Expressió Gràfica S.A. — Barcelona, Spain

2010-2012

Senior Graphic Designer - Creative Director

- Led creative direction for branding, web, and print projects across diverse client portfolios
- Managed client relationships from concept development through final delivery
- Oversaw visual systems, typography, and production standards for multi-channel campaigns
- Conducted industry and market research to inform strategic design decisions
- Balanced creative leadership with account management, timelines, and deliverables

Briarcliffe College — New York, NY

2008–2010

Professor of Digital Imaging

- Taught digital imaging, color correction, PDF production, and web media
- Created and taught upper-level courses in digital imaging, visual communication, and web-ready media
- Guided students through the complete creative pipeline: concept development, image capture, editing, color correction, and final output
- Introduced professional workflows for PDF construction, file optimization, and cross-media consistency

- Skilled in integrating AI and digital platforms into creative and educational environments to enhance efficiency, visual quality, and user engagement
- Proficient in integrating AI into market research, audience analysis, and sales strategy, leveraging data-driven insights to inform branding, content development, and customer engagement

Languages

- English: Fluent
- Spanish: Fluent
- French: Basic

Maxim Legal LLC — New York, NY / Paris France 2005–2008
Senior Graphic Designer / Instructor

- Designed courtroom-ready visual graphics for complex legal cases
- Translated technical and legal information into clear, persuasive visual presentations and taught other designers.
- Produced trial graphics using Adobe Creative Suite, PowerPoint, and illustration tools
- Collaborated with attorneys to support litigation strategy and case storytelling

Britto Central (Romero Britto) - Miami Beach, FL 2006–2008
Gallery Attendant / Art Sales

- Engaged with an international clientele on Lincoln Road, providing an inviting and educational gallery experience centered on the work of Romero Britto
- Presented and explained artistic concepts, techniques, and the creative process behind original works, limited editions, and sculptures
- Guided clients through artwork selection, building emotional and aesthetic connections that supported confident purchasing decisions
- Managed sales transactions from initial inquiry through closing, consistently contributing to daily and event-based sales goals
- Developed strong product knowledge across mixed media, prints, and collectibles to effectively position works for diverse collectors
- Assisted with art handling, including safe packaging, inventory organization, and maintaining museum-quality display standards
- Supported gallery operations during high-traffic periods and special events, ensuring a polished and professional environment