Carolina González Montemayor

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Brand Designer with 8+ years of experience developing and stewarding brands end-to-end, from strategy and creative concept to visual identity systems, storytelling, and execution.

PROFESSIONAL EXPERIENCE

Happer, 2013 – 2018 · Advisor 2020 – 2025

Founder & Creative Director

• Founded and led Happer, a creative agency specializing in end-to-end brand development, from brand strategy and ideation to creative concept, visual identity, and execution across multiple touchpoints, including packaging, web design using Figma, advertising, and digital campaigns.

• Directed a team of six designers and delivered creative solutions for 40+ clients across consumer packaged goods, sustainability, fashion, and finance, partnering cross-functionally with stakeholders, agencies, and contractors.

• Developed and implemented SOPs, templates, and process documentation for branding processes, improving efficiency and reducing typical brand identity development timelines from 5 weeks to 2–3 weeks while maintaining strategic depth, design quality, and attention to detail.

• Created 10+ brands from naming to visual identity for Villarreal División Equipos (VDE), one of Mexico's leading companies in water optimization and renewable energy solutions, including Enerwell and Alzac. Owned brand stewardship across the portfolio, building scalable identity systems with guidelines, typography, color, and iconography, and leading cross-functional collaboration to ensure consistent brand experiences across markets.

• Designed brand communications and launch materials for VIDA UNO, VDE's internal wellness and corporate culture initiative, supporting employee engagement and program rollout.

• Created brand and packaging work for CPG and retail clients, including Tim Hortons Mexico and M de Maní. Developed custom iconography for Tim Hortons' Mexico launch to communicate the fusion of Mexican and Canadian cultures, and redesigned M de Maní's peanut butter packaging across brand standards, print production requirements, and Mexico's NOM-051 front-of-pack labeling requirements.

Mediary Planner, Dec 2019

Co-founder & Designer

• Co-founded Mediary, a creative social media planning brand. Led the end-to-end planning, event design, and execution of a hybrid social media workshop, including event promotion, branded materials, educational content, and facilitation.

University of Illinois Urbana-Champaign, Sep 2019 – May 2020

Teaching Assistant

• Conducted two undergraduate classes in graphic design, guiding students through portfolio development, typography, visual systems, and design critique.

University of Illinois Urbana-Champaign, Sep 2018 – May 2019

Research Assistant

• Led website redesign for Ninth Letter literary magazine, developing a visual identity system that improved UX/UI and usability.

Pentagram Austin, Jun 2015 - Aug 2016

Design Intern

• Contributed to identity, editorial, and digital projects for clients including Texas Monthly magazine and The Contemporary Austin.

EDUCATION

University of Illinois Urbana-Champaign, Master of Fine Arts · Aug 2018 – May 2020

• Completed the three-year MFA program in two years with a 3.95 GPA. Conducted thesis research on how startup brands engage audiences through storytelling on Instagram, using cultural probes, semi-structured interviews, and image sorting. Thesis published in UIUC's IDEALS repository.

Universidad de Monterrey (UDEM), Bachelor of Graphic Design · Aug 2010 – May 2015

• Concentration in Packaging. Received the Best Thesis Project Award.

RECOGNITIONS & AWARDS

Petullo Fellowship, May 2018

University of Illinois Urbana-Champaign

• Awarded to outstanding graduate students in Art + Design (MFA).

UDEM Distinguished Student Award & Scholarship, May 2012

Universidad de Monterrey ·

• Awarded for the best academic average in the class, distinguished leadership, and strong academic performance.

TOOLS

• Adobe Creative Suite · Illustrator · Photoshop · InDesign · Figma · Lightroom · Keynote · Google Slides

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CORE SKILLS

Brand Identity & Visual Systems · Creative Concept Development · Creative Direction · Event Design · Campaign Design · Packaging & Editorial Design · Brand Guidelines · Visual Storytelling · Cross-Functional Collaboration