

DAVID MARTINEZ

Langley, BC

647-852-2858

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[LinkedIn](#)

[Portfolio](#)

Profile

A creative Graphic Designer with a decade of experience with a talent for crafting powerful, compelling advertising, and marketing materials. I've inspired and engaged diverse audiences across TV, print, web, and mobile platforms, honing a passion for quality content and strategic UI elements. A highly productive team player, I thrive in collaboration with both internal and external clients and love every click of my mouse.

Core Skills

*-Project Management -Client Requirement Gathering -Planning & Scheduling
-Market Research & Analysis -Teamwork & Collaboration -Editing & Writing
-MS Office -English, Spanish*

Technical Summary

Software

Adobe Photoshop, Illustrator, InDesign, After Effects and Premier

UX-Design

Figma, Prototyping, Wireframing

Analytics & Tools

Google Analytics, WordPress, Wix, Web Crawlers

Marketing & Graphic Design

Visual Storytelling, Image Selection, Content Creation, Typography Principles & Color theory
Brand Identity, Concept Development, Marketing Collateral, Advertising, Art Direction, Typography, Layout, Logos,
Business Cards, Brochures, Flyers, Trade Show Banners, Packaging Design,

Professional Experience

Graphic Designer:

Freelance & Volunteer in Vancouver, BC

2021-Present

Power to Change / Family Life: <https://new.p2c.com> Abbotsford BC

- Support the execution of email and print marketing campaigns
- Build and update web pages as needed to help fulfill the marketing and communications strategy of FamilyLife Canada.

Crista Magazine, Seattle WA, United States

- Selected and edited images aligned with the editorial style and content of the magazine to be subsequently printed.
- Developed visual storytelling and compelling images to effectively communicate narratives, selected compelling and relevant images that align with the magazine's editorial style and content, all while understanding our target audience and editorial goals.
- Collaborated closely with photographers and editors to coordinate visual content and ensure that images complement written articles and editorial themes.

Response Biomedical Corp, Vancouver BC

A medical equipment supply and support company.

- Developed research and development of concepts, sketches and diagrams, choosing visual elements to organize them into a poster proposal, including text, images and other graphic elements as part of a marketing campaign for medical devices and their 24-hour after-sales service.

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Professional Experience

Graphic Designer (Coop):

Humber College, Toronto, ON

2021

Web Site relaunch, Trans4 Group, Brampton ON, 2021

The client needed fresh content and aesthetics for the website which precipitated a comprehensive overhaul, extending to its social media platforms.

- Created new UI content for relaunch of the clients new website. Developed fresh content for the company's current social media channels and target audiences. Ensured the visual brand was consistent and aligned with Brand Guidelines.
- Developed and executed communication strategies, providing feedback on competitors' strategies.
- Provided support and solutions to customers in compliance with the company's customer service policies.
- Analyzed research and reports on marketplace trends and competitors.

Graphic Designer

El Tiempo Broadcasting Corporation, Bogotá, Colombia

2008-2019

Colombia's largest Media Company

Lenovo 360 media Campaign, El Tiempo Broadcasting Corp, Bogota Colombia

Leading Laptop Manufacturer.

- As head of a design team developed advertising and marketing materials centered on the operational and functional characteristics of laptops.
- Developed a strategic campaign which spanned all company media channels, including television, news channels, press and niche magazines, digital media, and the web portal.
- Earned special recognition for the campaign from the company and Lenovo.

Marketing and Advertising:

- Collaborated and worked with interdisciplinary teams often comprised of 20 sales executives, a marketing team, 5 product managers, 2 art directors, journalists, editors, and copywriters.
- Crafted advertising pieces for unique target audiences that required specialized communication,
- Designing graphic materials ranging from promotional standard advertising materials, such as direct mail, folding and mobile advertising, printed flyers, catalogs, ads for newspapers and magazines along brochures, newsletters.
- Analyzed research and reported on marketplace trends and competitors.
- Developed and managed communication strategies, while providing feedback to all industry.
- Created multiple pieces of promotional marketing to be used on multiple media such as TV, print, web, and mobile.

Other Work Experience

Warehouse Associate, Amazon, Pitt Meadows BC

2021-Present

Graphic Designer (Volunteer), CRU Organization, Orlando FL, United States

2019

Education

Content Strategy Postgraduate ON Certification, Humber College Toronto ON

2020-2021

Graphic Designer, Bachelor's degree, Tadeo Lozano University, Bogotá Colombia

2000-2005