

LUIS MARTINEZ

BRAND DESIGNER

Objective: Looking to further develop as a brand designer

References and portfolio available upon request

EDUCATION

University of Houston

Bachelor of Fine Arts degree in Graphic Design, May 2017

Lonestar College Systems

Associate of Arts degree, 2012

SKILLS

Design

Research and Concept Development, Brand Strategy, Identity, Print, Exhibition, Environmental Graphics, UI/UX, Web and Motion Graphics.

Technical

Proficient in Adobe Creative Suite, HTML/CSS, Wordpress. Experienced in Letterpress, Video Editing, Cinema 4D, Sketchup.

Other

Fluent in Spanish. Leadership.

WORK EXPERIENCE

CKO DIGITAL, 2017-2020

Lead Designer, 2019-2020

Managed two graphic designers, client interaction, and project management. Lead in brand strategy, art and creative direction.

Graphic Designer, 2017-2019

Collaborated with a team of designers to establish and develop the brand strategy, logo design process, and web design process. Worked on website design and development, social media, logo design, print design including stationary, magazine layout, brochure, menu, packaging, and signage.

University of Houston College of the Arts Interdisciplinary Program, 2017

Web Designer

Web design and programming for "Desert Unit for Speculative Territories", an interdisciplinary research studio. desertunit.org

University of Houston Campus Recreation, 2015-2017

Graphic Designer

Design of print, social media, and various marketing collateral for various departments while maintaining university brand guidelines.

luism.design

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WORK EXPERIENCE CONT.

Southwest Key Programs, Conroe, TX, 2010-2016

Youth Care Worker, 2010-2012, 2012-2016
Responsibilities include mentoring, supervision and transportation of youth to various sponsored events.

Shift Leader, 2012-2014

Responsible for the direct supervision of youth, employees, and programming of daily activities.

EXHIBITIONS

UHGD17

University of Houston Graphic Design Senior Exhibition, Ecclesia, 2017

Coming Soon

University of Houston School of Art, Third Space Gallery, 2016

TWENTY DEGREES

University of Houston Graphic Design Exhibition, MATCH, 2016

University of Houston School of Art Student Exhibition

Blaffer Art Museum, 2015, 2017 (Juried)

AWARDS AND PUBLICATIONS

Indigo Awards

Bronze in Logos 2019

Bronze in Integrated Graphic Design 2019

Bronze in Website Design 2019

Bronze in Branding 2019

University of Houston

Graphic Alumni Partnership, Scholarship Recipient, 2016

PBS Arts Insight

Animating History Project, 2016

Houston Chronicle

EEDC/Animating History Project, 2016

Houston Livestock Show and Rodeo

Opportunity Scholarship, 2006

The Pavilion Partners Fine Arts

Scholarship, 2006

PROFESSIONAL AFFILIATIONS

Graphics Alumni Partnership