

LISA A. MARTINEZ

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GRAPHIC DESIGNER / PRODUCTION ARTIST

Highly creative and resourceful graphics specialist with 8+ years of marketing communications experience in digital, video, and print. Skilled at driving projects from concept to completion with clarity, quality and efficiency. Expertly cultivates buy-in for projects by guiding multiple, diverse stakeholders towards a cohesive vision. Known for a polished and clean aesthetic.

SKILLS

Branding	Typography	Photoshop
Art Direction	Layouts	Illustrator
Project Management	Image Post Production	InDesign

WORK EXPERIENCE

Graphic Designer **2018 – 2019**

Marketing & PR Volunteer, Graphic Design **2017 – 2018**

Second Harvest Food Bank of Orange County, Irvine, CA

- Managed production schedules for creative projects with 100% accuracy and timeliness.
- Designed holiday, thank you, tribute, and recognition cards to positively influence donations.
- Developed artwork for “give-away” pins, stickers, and t-shirts that inspire brand awareness.
- Created video photo montages and graphics for social media to increase user engagement.
- Conducted stakeholder meetings that result in defined expectations, design focus, and budget clarity.

Graphic Designer **2014 – 2017**

Tropitone Furniture Company, Irvine, CA

- Refreshed branding for major product catalogues to appeal to an updated demographic audience.
- Provided art direction to photographers at product and lifestyle photoshoots to ensure products were portrayed beautifully and accurately for every marketing piece.
- Created a digital sales presentation kit which resulted in exceeding sales goals for that year.
- Performed photo retouching and color correction in-house saving thousands of dollars, year over year.
- Reduced catalog errors by establishing a collaborative relationship with the Product Team.

EARLIER WORK EXPERIENCE **2011 – 2013**

SEO Assistant, KPA, LLC., Irvine, CA (Temporary)

Product Coordinator, AmericanTours International, LLC., Los Angeles, CA

Jr. Web Developer, Young Company, Laguna Beach, CA (Temporary)

EDUCATION

Bachelor of Arts Double Major, Communications & Anthropology, California State University, Fullerton

PROFESSIONAL DEVELOPMENT

Foundations of Branding for Designers, Illustrator Creative Cloud Updates, etc. **2014 - 2016**

Screen Printing Process, Printmaking, Typography **2015 - 2019**