Eduardo Martinez

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EXPERIENCE

Power Brands Consulting, LLC. | **Creative Director** | December 2019 – July 2024

- Successfully designed and launched 140+ projects, developing a wide range of digital, print, and marketing materials.
- Implemented a tracking system for design projects aimed at streamlining workflows to ensure every project stayed on schedule, within scope, and aligned with creative objectives.
- Led and mentored a team of 2 in-house designers and 6 freelancers, fostering a collaborative environment that produced high-impact designs tailored to each client's unique vision.
- Created customized design solutions for high-profile clients including: Hydroxycut, Oxyshred, Ranch Fuel, Gorilla Mind, Capri Sun, and Kowa.
- Designed and procured various print materials including: shrink sleeves, pressure-sensitive labels, direct print solutions, corrugated and chipboard boxes, point-of-sale displays, fridge wraps, barrel coolers, event displays, and trade show items.
- Spearheaded the creation of 10+ client websites using Squarespace and Shopify, focusing on visual aesthetics, content integration, brand cohesion, SEO optimization, and robust functionality.
- Orchestrated cross-departmental collaboration ensuring the design team was aligned with C-suite executives, project managers and formulation scientists to bring a client's concept to life.

Power Brands Consulting, LLC. | **Sr. Graphic Designer** | November 2018 – December 2019

- Conceptualized and developed visual identities, packaging, websites, marketing materials, social media graphics, brand style guides, and retail presentations.
- Designed and launched 5+ client websites on Squarespace and Shopify, focusing on visual appeal, seamless content integration, brand consistency, SEO optimization, and functionality.
- Created custom concept designs for high-profile clients such as AB InBev, Molson Coors, Heineken, and Jameson, while also developing a diverse range of creative solutions for 30+ emerging CPG brands, guiding them from concept to market.
- Negotiated competitive rates for print materials while ensuring quality standards were met.
- Strategically scheduled purchase orders to ensure timely delivery of print materials for production, product launches, prototypes, and market testing.

Power Brands Consulting, LLC. | **Graphic Designer** | January 2018 – September 2018

- Created concept presentations for 30+ CPG projects, including: visual identities, packaging, websites, sales sheets, social media graphics, brand style guides, and retail presentations.
- Designed and launched 5+ client websites on Squarespace and Shopify.
- Created customized design solutions for high-profile clients including: Keurig Dr. Pepper, Mondelez, Goat Fuel, and Atay.
- Identified new packaging vendors and maintained positive relationships with existing suppliers.
- Directed, filmed and edited video content to promote Power Brands.

Luvbrite Collective | **Web & Graphic Designer** | July 2015 – July 2016
- Independently managed all design needs from creating the visual identity and mockups to designing flyers, web banners and email blasts.
- Led product photography shoots for the company's website, focusing on capturing the product's details through proper lighting, compositing, and professional image editing.

Day2day Printing | **Web & Graphic Designer** | September 2014 – July 2025
- Created visual assets for the company's rebrand.
- Designed promotional marketing materials and web content.
- Built wireframes and sitemaps; collaborated with IT on backend implementation.
- Collaborated with various clients to create bespoke graphic content for their businesses.
- Captured and prepared images of printed materials for the company's website.

SKILLS AND EXPERTISE
- Adobe Creative Suite
- Photoshop
- Illustrator
- Lightroom
- InDesign
- After Effects
- Premiere Pro
- Microsoft Office

- Photography
- Videography
- Squarespace
- Shopify
- WordPress
- Figma
- Packaging Design
- Visual Identity

- Digital Design
- Print Design
- Design Direction
- Web Design
- Email Marketing Design
- Marketing Materials
- Social Media Design

EDUCATION
California State University, Northridge – Bachelor of Arts, B.A. Graphic Design