



EDUARDO MARTINEZ

MULTIDISCIPLINARY DESIGNER

WORK 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.


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.

CONTACT

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ABOUT

Creative professional with 10 years of experience in print, packaging, web, and digital design. Known for blending creativity, technical skills, and strategic thinking to boost brand awareness and deliver impactful results. Skilled in managing vendor relationships and negotiations, streamlining processes, and reducing costs without compromising quality.

SKILLS

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



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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 2015

- 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.

EDUCATION

California State University, Northridge;

B.A. ARTS & DESIGN / GRAPHIC DESIGN / 2014

SKILLS CONTINUED

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