



Carlos Martínez

I design {digital} experiences / Geneva, Switzerland

13/11/1987

<http://cmartinez.es>

hola@cmartinez.es

+34 687 823 624

With more than 5 years' experience as Digital Art Director and similar roles, I'm a unique and versatile designer, passionately committed to producing world-class yet innovative results. As a pragmatic creative, I focus on designing and managing projects from start to finish, cultivating the latest techniques and trends: User Experience, Product Design, while adopting Design Thinking and other design methodologies.

Specialisations

Digital Strategy.
UX/UI design.
Art direction.
Creativity.

Product Design.
Digital innovation.
Visual and adaptive design.
Branding and identity.

Critical Thinking.
E-commerce.
Digital marketing.
Photography.

Experience

Digital Art Director at Innocean Worldwide

2015 – 2017/ Madrid, Spain

Art Direction. Conceptualization and design of 360° campaigns. Creativity. Conceptualization and design of digital campaigns. User Experience. UX. Information architecture. UI design. Digital Transformation. Visual design. Video Design. HTML5. Brand and identity creation. Events. Digital ad campaigns. Print design. Web interface design. Responsive Design. Web development. Development of brand strategy.

Clients: Kia, Hyundai, Nationale-Nederlanden, Coca-cola, LINE.

Second prize for best digital campaign of 2015. Kia Sportage - <http://elcochedenadal.com>

Digital Art Director at D01

2013 – 2015 / Madrid, Spain

Clients: Sony Playstation, Philips, Santillana, SEUR, Univadis, onthespot, Vision&co, IPECC, Telefónica Innovate, Editrain, Richmond, IPEM, Vacaciones Santillana, CEUmedia, Gniux, Inmunotek, RhinoDouche.

Lead Visual Designer at Toys “R” Us
(Ecommerce Department – Spain/Portugal)

2012 – 2013 / Madrid, Spain

Visual & UX Designer at Telefonica Digital
(UX Department) Internship

2011 –2012 / Madrid, Spain

Creative at RAYMOND INTERACTIVE @ Saguez &
Partners (Digital Design Department)

Internship

2011 - 2011 / Paris, France

Freelance Visual Designer at cmartinez.es

2006 - 2011 / Madrid, Spain

Education

MSc, Computer Science with Diploma in Digital Design and Animation, 2006 - 2012

Universidad Antonio de Nebrija / Madrid, Spain

Courses

Digital Marketing Course IAB / Google

Leadership Workshop BLC Group

Teamwork Workshop BLC Group

Project Management Workshop PM Institute

Problem Solution Workshop BTS

Communication Workshop Make a Team

Innovation & Creativity Workshop People Matters

Emotional Intelligence Workshop BLC Group

Français Cours n. B1 Institute Français Madrid

Ecommerce Course IAB / Google

Conferences & Memberships

Interaction Design Foundation (IDF)

2017 - Present

Member & Student

Madrid Designers' Association (DIMAD)

2013 - Present

Member

Ahlist (Association of History, Literature, Science and Technology)

Ahlist 2012 Interdisciplinary Conference

Universidad Complutense de Madrid, Spain / 27-29 June 2012

Session VI: HIT (Humanities Integration Technology) - Creative Director & Developer

Publications

Featured on Digital Photographer magazine

Digital Photographer Issue 148

May 2014

Featured on Photoshop Creative magazine

Photoshop Creative 113 (Imagine Publishing)

April 2014

Featured on Advanced Photoshop magazine

Advanced Photoshop Issue 121 (Imagine Publishing)

April 2014

Languages

Spanish (Native or bilingual proficiency)

English (Native or bilingual proficiency)

French (Limited working proficiency)

Korean (Elementary proficiency)

Certificates

Certificate of Training in Software Testing Basics

Testhouse University, License Software Testing

Basics April 2009

Certificate in Proficiency English - Grade B

University of Cambridge, License Level 2

Certificate in English - 046ES3835318 June 2004