



# Carlos Martínez

I design {digital} experiences / Geneva, Switzerland

13/11/1987

<http://cmartinez.es>

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With more than 6 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  
UX Design Interaction Design Foundation

Innovation & Creativity Workshop People Matters  
Emotional Intelligence Workshop BLC Group  
Français Cours n. B1 Institute Français Madrid  
Ecommerce Course IAB / Google  
Mobile UX Design Interaction Design Foundation  
Ecommerce Course IAB / Google

## Conferences & Memberships

International Interaction Design Association  
(IxDA)  
2017 – Present  
Member

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

## 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