

Juan Martinez

hello@juander.art

Senior Visual Designer

Empower Formerly Personal Capital · Full-time
Aug 2015 - Present · 8 yrs 2 mos

As Senior Visual Designer I helped the B2C marketing, product and sales team. Provided creative solutions for the re branding that led to the acquisition.

- 1 Collaborated with cross-functional teams to create captivating visual content that aligned with marketing, product, and sales objectives.
- 2 Produced engaging graphics and layouts for web and mobile platforms, enhancing user experience and driving customer engagement.
- 3 Worked closely with the marketing team to develop integrated direct and brand campaigns, email templates, and digital advertisements that yielded a significant increase in conversion rates.
- 4 Actively participated in design critiques and brainstorming sessions, consistently striving for innovative solutions helping launch new products through creative marketing.
- 5 In my spare time I would take all my learnings to develop potential ways of how to visually solve complexity and improve user experience through delight and ease of use.

Web Designer

Q Design Studio, Freelance, 2023
Website, Squarespace, Branding Strategy, Logo

Design Consultant

Renegade.bio, Freelance, 2023
Outdoor Banners, Booth, Animation

Presentation Designer

Biolumen, Freelance, 2019
Pitch Deck Design, Branding Strategy, Motion Graphics

Package Designer

Agrobiomics, Freelance, 2016
Label Design, Branding, Brochure

Graphic Designer

Webb Design, Freelance, 2014-2015
Collateral, Pitch Decks, Web Design, Trade Shows

Corporate Communications Intern

Bechtel, Internship, 2011-2014
Photo Editing, Video Editing, Motion Graphics

Civil Engineer Apprentice

United States Air Force, 2009-2014
Surveying, Computer-aided drafting, GIS

Skills & Tools



Branding
Print advertising
Digital advertising
Experience design
Information design

Work samples at www.juander.art

Education

Academy of Arts University

Bachelor of Fine Arts, Graphic Design, 2010-2015
Communication Design, Editorial Design, Environmental Design, Branding, Packaging, Typography, Experience Design

Community College of the Air Force

AA Engineer Apprentice, 2009

References provided upon request