

michael martinson

independent design professional

los angeles, california

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ABOUT ME

A seasoned graphic designer and creative professional specializing in advertising and marketing, promotional campaigns, print work, social media, web and mobile advertising, and website reskins. I have a flair for typography, design composition, and a passion for making type and image pop.

CLIENTELE OF INTEREST

Advertising agencies, media companies, television networks, design firms, publishers, museums, nonprofit organizations, restaurant groups, craft beer and wine companies, hotel and hospitality groups, furniture and home decor, fashion and clothing companies, action sport, surf and skate lifestyle companies.

TECHNICAL SKILLS

ADOBE CREATIVE CLOUD

InDesign
Photoshop
Illustrator
Acrobat

MICROSOFT OFFICE

Powerpoint
Word
Excel

AREAS OF EXPERTISE

Art Direction
Creative Direction
Graphic Design
Advertising
Marketing
Social Media
Brand Development
Project Management
Event Promotion
Internet, Mobile, Tablet, Print and Publishing

ESSENTIAL SKILLS

Professionalism
Creative problem solving
Detail oriented
Cool under pressure
Self motivated
Teamwork

EXPERIENCE

FREELANCE GRAPHIC DESIGNER AND ART DIRECTOR

2008 – Present

Los Angeles and San Francisco

Brand development, marketing and event materials, advertising and promotion. Web, mobile, tablet, social media, and print materials created. A variety of clients include a nationwide law firm, a major clothing retailer, a well known publisher, a restaurant group, and food company.

VOICE MEDIA GROUP

Graphic Design and Art Direction 2005 – 2014

Los Angeles and San Francisco

Design and production of advertisements, marketing events and promotional materials. Projects include art direction and graphic design for LA Weekly and SF Weekly sponsored events.

Materials created were a large spectrum of retail print advertisements, web banners, social media, website reskins, and logos with a focus on Los Angeles and San Francisco restaurants, fashion and decor, beauty, music, film, and entertainment related media.

My responsibilities were but not limited to design for marketing and event promotional materials, digital assets for internet advertising, and publication design.

RESPONSIBILITIES / QUALIFICATIONS

Ten years plus of professional experience
Develop strategy and scope
Digital and print expertise
Client and design team communication
Project prioritization
Asset management
Strong art and design sensibility
Ability to lead

SUMMARY

As someone who has lived in California for over twenty years, my passion in projects is inspired by architecture, surfing lifestyle, the outdoors, art and design, culinary culture, craft beer and wine. Also, design and aesthetics for decor and interiors for home and hotels, fashion and clothing. I convey the experience visually through design, and enjoy promoting brands, events, marketing, print, web, and social media.

