Erika Martino

ErikaMartinoDesigns.com

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DESIGN & CREATIVE SKILLS

- Concept development and art direction
- Brand identity and visual system development
- Corporate print and digital design
- Website design
- Typography, layout, and composition
- Color theory and visual hierarchy
- Illustrations
- Photo editing

TECHNICAL PROFICIENCIES

- Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Figma
- Microsoft Office (specializing in presentation design)
- HTML & CSS (basic front-end understanding)
- Print production and prepress processes
- Digital asset management

PROJECT & TEAM MANAGEMENT

- End-to-end project management
- Creative direction and team leadership
- Client communication and presentations
- Cross-functional collaboration (marketing, web, content)
- Workflow optimization and time management
- Vendor coordination and production oversight

SUMMARY

Results-oriented Senior Graphic Designer with over 12 years of agency experience, managing 6+ client accounts daily across corporate print collateral, website design, and end-to-end project management. Skilled in developing cohesive brand identities and delivering strategic, high-quality design solutions that enhance brand presence and support business objectives.

EXPERIENCE

20/10 Solutions | 2014 - Present
Senior Graphic Designer

- Manage 6+ client accounts daily, juggling parallel projects by setting timelines, coordinating production and vendor partners, and tracking deliverables to keep every project on time and on budget
- Serve as creative lead on key client accounts, setting visual direction and reviewing team output before client presentation
- Lead the design process from concept through to final delivery for print and digital client projects
- Interpret client briefs and translate strategy into creative visual solutions across collateral and web platforms
- Develop corporate print collateral (brochures, annual reports, direct mail, signage) and website designs (layout, responsive assets)
- Establish and maintain brand guidelines and visual standards to ensure consistency across all client touchpoints
- Collaborate with account managers, marketing strategists, developers and other designers to align visuals with campaign objectives and client business goals
- Prepare and optimize design files for print production (prepress, vendor specs) and digital deployment (asset export, web formats)

Magnum Integrated Marketing | 2014
Graphic Designer

- Collaborated closely with Account Executives, Art Directors, and design teams to deliver diverse multimedia projects on deadline
- Supported team members by managing overflow projects in a fast-paced, deadline-driven agency environment
- Developed new campaign imagery, promotional logos, print collateral, web media, and email blasts tailored for gaming industry clients

Delaware Business Systems, Inc. | 2012 - 2014
Senior Graphic Designer

- Designed and produced magnetic gift and loyalty cards for 1,000+ restaurant locations, ensuring consistency with brand standards and client specifications
- Personalized buttons and digital graphics for point-of-sale systems and corporate websites, enhancing user experience and visual appeal
- Developed and executed promotional content across social media, print media, and advertising channels to support business growth and brand visibility