



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, XD)
- 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 10 years of agency experience specializing in 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

- Lead the design process from concept through 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
- Manage multiple parallel projects, including setting timelines, coordinating production or vendor partners, and tracking deliverables to ensure on-time, on-budget execution
- Prepare and optimize design files for print production (prepress, vendor specs) and digital deployment (asset export, web formats)

Magnum Integrated Marketing | 2014

Graphic Designer

- Collaborate closely with Account Executives, Art Directors, and design teams to deliver diverse multimedia projects on deadline
- Support team members by managing overflow projects in a fast-paced, deadline-driven agency environment
- Develop 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

- Design and produce magnetic gift and loyalty cards for 1,000+ restaurant locations, ensuring consistency with brand standards and client specifications
- Personalize buttons and digital graphics for point-of-sale systems and corporate websites, enhancing user experience and visual appeal
- Develop and execute promotional content across social media, print media, and advertising channels to support business growth and brand visibility regarding test results and documentation