

Jonathan Martinez (aka Jon Phoenix)

Multicultural Brand Designer and Web Developer based in the Emerald City.

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Professional Summary

Over 18 years of achievements across Europe and the Americas developing brand identity and consumer packaging for leading global companies. During my career, I have led several high-visibility projects for top multinational enterprises such as Procter & Gamble, Johnson & Johnson, Pernod Ricard, Nespresso, and The Coca-Cola Company. I have eclectic experience leading teams and fostering a creative atmosphere across diverse environments.

Other achievements include: Hosted the Landor 2012 International Forum of Design; selected as an attendee for the Festival of Creativity in Cannes; honored as invited speaker at conferences and awarded at the *a! Diseño* Awards Ceremony in 2016 and 2017.

Currently working as an independent brand designer, expanding my technical knowledge in the digital world with a certificate in Full-Stack Web Development at UW.

Experience

Independent Brand Designer and Consultant for The Legacy®. Seattle WA | August 2019 - Present

My role as an independent brand consultant is to expand the company's eminence and business upon relocating to Seattle. My main contributions are:

- Curating design cases for The Legacy®'s portfolio of work —online and offline
- Reviewing presentations for strategic projects and key business leads
- Leading brand strategies to elevate The Legacy®'s market prestige
- Leading promotional initiatives for print and digital media
- Presenting brand design trends to key clients

Partner, Creative Director at The Legacy®. Mexico City, Mexico | October 2013 - July 2019

I generated a positive impact inside the company's culture and its business growth; ensured excellency in design execution while managing and mentoring a creative team of fifteen. I successfully developed projects for The Coca-Cola Company, Johnson and Johnson, Dannon, and several new business leads. My contributions also included:

- Signing off on projects for presentations and keeping deadlines
- Promoting the values of the agency internally and externally
- Providing insight on design trends and branding culture
- Featuring brand strategy in every project, small or big
- Maintaining an excellent relationship with clients

Creative Director at Landor Associates. Mexico City, Mexico | August 2012 - August 2013

I was the leader of the packaging design and the graphic production teams for Latin American markets. Efficiently managed competing workstreams, worked under tight deadlines, and collaborated cross-functionally with the client service and the strategic planning departments. Also successfully provided:

- Creative solutions for Procter & Gamble, PepsiCo, Starbucks, Danone and Diageo
- Outstanding work engaging new business prospects and talent for the company
- Confidently presented Landor's work to senior clients and top decision makers

Independent Design Director. Paris, France | September 2011 - August 2012

An entrepreneurial year developing projects for clients in Mexico, France and the UAE:

- For Futurebrand of Paris, I developed premium projects for Martell, Rémy Martin, and Nespresso
- I consulted with The Legacy® for projects in connection with Mondelèz and Walmart of Mexico
- From my home studio I worked with CB'a Design of Dubai, Lipton Tea and Harvest Foods

Design Director at CB'a Design. Paris, France | August 2008 - September 2011

Based at the headquarters in Paris, France and also collaborated at the office in Milan, Italy. I created and implemented strategic direction in packaging projects for several brands and markets, such as:

- Joseph Perrier, Dulux Valentine (Akzo Nobel), Schweppes, and Imperial Tobacco in France
- Lipton Tea and Lipton Ice Tea in Europe, Middle East and the Americas
- Ferrero and Nestlé in Italy, Elbisco in Greece, and Lu in Finland

Sr. Designer at Landor Associates. Paris, France | October 2005 - July 2008

Relocated to Paris as a member of the multicultural creative team, taking on additional responsibilities leading design teams, working with clients in three languages on a daily basis:

- Mövenpick of Switzerland, Philip Morris International (now Altria Group) and Pernod Ricard
- My work for Europe was launched in France, Spain, Italy, Belgium, Croatia and Switzerland
- Also in Turkey, Tunisia, Algeria, Russia, China, UAE, Mexico and Latin American countries

Designer / Sr. Designer at Landor Associates. Mexico City, Mexico | February 2001 - September 2005

I began my professional career working as a packaging designer for this first-tier branding company.

My achievements included:

- Successful projects for Modelo Brewery, Frito-Lay, Danone, and Philip Morris (now Altria Group)
- An early promotion to manage my own team of three designers, dedicated to high-profile clients
- Designer ambassador traveling to collaborate with the offices in New York City, London, and Paris
- First graphic designer in the Mexico City office to win monumental Landor Award in 2003

Professional Volunteer Contributions

University of Michigan Alumni Association of Seattle | April 2020

Seattle chapter 2020 T-shirt original design and final production artwork

Languages

- English - Fluent
- French - Fluent, native speaker
- Spanish - Fluent, native speaker

Education

Degrees:

Universidad Autónoma Metropolitana, Mexico City. Mexico

Bachelor's Degree. Graphic Communication Design. 1996 - 2001

Certifications:

University of Washington. Seattle WA. USA

Certificate in Web Development. Anticipated completion November 2020

Pyramid Étapes, Paris. France

Certificate in Graphic Production. 2011

Universidad Iberoamericana, Mexico City. Mexico

Certificate in Leadership and Coaching. 2004

Moorgate Institute, Paris. France

Presentation Skills Workshop. 2007

Awards

- First National Student Art Competition. May 1993. SEP (Mexican Secretariat of Public Education) + Fila-Dixon® Group. Awarded Second Place among hundreds of submissions in a ceremony presided by federal government authorities and members of the art community, such as the prominent painter Jose Luis Cuevas†. The committee selected me for delivering the acceptance speech on behalf of all awarded students. My painting was exhibited at the National Palace of Fine Arts in Mexico City, and traveled to New York City to visit the Metropolitan Museum and the Guggenheim Museum.
- Title: "1985" / Technique: Oil and acrylics on wood. / Subject: Heroics of ordinary citizens helping each other in the wake of a magnitude 8.1 earthquake devastating Mexico City in September 1985.

- a! Diseño. Packaging Design Award / April 2017 / Saladena Cheese. USA
- a! Diseño. Packaging Design Award / April 2016 / Danone Danonino. Mexico
- a! Diseño. Packaging Design Award / April 2016 / Alouette Spreadable Cheese. USA
- Landor Associates Award / Mexico City Office / July 2003

Professional Skills

Branding, Design and Consulting:

- Branding and Identity
- Packaging Design
- Advanced Sketching / Storyboard
- Creative Process, Design Process, Implementation Process
- Concept Development - Packaging, Retail and OOH
- Graphic Production Process
- Team Leadership
- Client Management
- Presentation Skills

Full Stack Web Development (In Progress):

- Computer Science applied to JavaScript
- Browser Based Technologies and Command Line
- Databases and Server Development
- Quality Assurance Process

Technical Skills

- MacOS Catalina - Windows 10
- Adobe® Creative Cloud
- Apple iWork - Microsoft Office - Wordpress
- HTML / CSS / JavaScript / Node.js / Responsive Design (In Progress)

Featured Web Projects

[Discover Serenity](#)

A web application that provides its users with the best hiking trail options in the United States, avoiding crowds and therefore easier to find serenity outdoors. Reliable information featuring fewer health risks.

Users can start s search by input their city or zip code or their location.

Technologies: HTML / CSS / Semantic UI / jQuery / APIs / Responsive design across viewport

[Da Vinci Coder](#)

A password generator app that seeks to provide a strongly reliable service for users looking to protect the access to sensitive data. By randomly generating a password that meets specific criteria, the app user will be able to create a strong secure password.

Technologies: HTML / CSS / Bootstrap / Responsive design across viewport

[SunnyMoon Weather](#)

A weather dashboard app with a powerful search functionality to find the current weather conditions, and the future weather outlook for any city in the world. The user will be able to plan a personal trip or a business trip based on the displayed data and keep the searched cities for future reference.

Technologies: HTML / CSS / Bootstrap / jQuery / APIs / Responsive design across viewport