Jonathan Martinez (aka Jon Phoenix)

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Design Portfolio**: www.jonphoenix.com** |**Web Development** Portfolio**: https://jpx-react-portfolio.herokuapp.com**

SUMMARY

Brand designer and UX/UI Front end web developer with extensive achievements in consumer packaging, and branding campaigns across Europe and the Americas. Endless curiosity, constantly learning from creative people, new technologies and innovative trends. Successfully earned a **certificate in Full Stack Web Development from the University of Washington.** Have developed high-visibility projects for enterprises such as **Procter & Gamble, Johnson & Johnson, Pernod Ricard, Unilever, and The Coca-Cola Company.** Eclectic experience leading multicultural teams, fostering collaboration, building consensus, embracing ambiguity, and applying research to design problem solving.

Hosted the International Forum of Design in Mexico City and selected to represent Landor at the **Festival of Creativity of Cannes, France**. Awarded for best packaging design at the *a! Diseño* Magazine Awards Ceremony in 2016 and 2017.

TECHNICAL SKILLS

PROGRAMMING LANGUAGES: JavaScript | ES6+ | CSS3 | HTML5 | SQL | NoSQL | Git
APPLICATIONS: MacOs - Windows | Adobe Creative Cloud: Photoshop, Illustrator, XD, InDesign | Sketch | Figma
Visual Studio Code | Github | Heroku | MongoDB | MySQL | Terminal - GitBash | Apple iWork | Microsoft Office
TOOLS: MERN - Mongo, Express, React, Node | jQuery | API | Semantic UI | Bootstrap UI | D3 Data Visualization.

ADDITIONAL SKILLS

BASICS: Project Management, Action Oriented , Customer Focus , Metrics understanding, Intellectual Curiosity
DESIGN: Brand Strategy, Design Thinking, Creative Process, Sketching / Storyboard, Implementation Process
LANGUAGES: Spanish: Fluent. Native speaker | French: Fluent. Native Speaker | English: Fluent

RELEVANT EXPERIENCE

Independent Designer and Consultant for The Legacy® | Seattle, WA | August 2019 - Present
Expanding the company's eminence and business upon relocating to Seattle, and promoting the values of the agency internally and externally. Key accomplishments:

- Curated and presented design trends to clients and stakeholders.
- Led online brand strategies to elevate The Legacy®'s market prestige, including website and social media.
- Launched the agency's **10th anniversary** media strategy with the renowned *a! Diseño* magazine, for both print and digital issues. Increased the agency's brand awareness, resulting in new business opportunities.

Partner, Creative Director at The Legacy® | Mexico City, Mexico | October 2013 - July 2019
Successfully developed projects for leading global brands. Accomplishments:

- Recognized by clients for integrating brand strategy in every project, small or big.
- Generated a positive impact inside the company's culture while mentoring a team of fifteen.
- Contributed to the company's growth by 25%; secured new business leads with two key accounts: Dannon and GlaxoSmithKline by implementing more efficient practices into prototyping and deliverables.

Creative Director at Landor Associates | **Mexico City, Mexico** | **August 2012 - August 2013**
Led a team of twenty designers. Recognized by top leadership for efficiently managing competing workstreams, working under tight deadlines, and collaborating cross-functionally with the strategic planning and the marketing departments on a daily basis. Optimized the design processes, reducing the team operating budget by 20%.

Independent Design Director | **Paris, France** | **September 2011 - August 2012**
Developed projects for Futurebrand; contributed to expand the creative offer for high-end clients like Martell, Rémy Martin, and Nespresso. Consulted with The Legacy® for Walmart, resulting in a 5% revenue growth In 2011.

Design Director at CB'a Design | **Paris, France** | **August 2008 - September 2011**
While based in Paris, also collaborated at the office in Milan, Italy. Developed projects for Joseph Perrier, Schweppes, and Lipton Iced Tea from France to be launched in 150 countries. Ferrero and Nestle in Italy, and Lu in Finland.

PREVIOUS EXPERIENCE
Sr. Designer at Landor Associates | Paris, France
Sr. Designer at Landor Associates | Mexico City, Mexico
Designer at Landor Associates | Mexico City, Mexico

EDUCATION
University of Washington. Seattle WA. USA | Full-Stack Web Development Certificate. 2020
Pyramid Etapes, Paris. France | Graphic Production Certificate
Universidad Iberoamericana, Mexico City. Mexico | Leadership and Coaching Certificate
Universidad Autonoma Metropolitana, Mexico City. Mexico | Bachelor's Degree. Graphic Communication Design

ORIGINAL WEB PROJECTS

5 SHERPAS
Description: Generates personalized suggestions for constructive activities based on goals for life improvement.
Collaboration role: UI Design, Front-end, D3 Graph, Responsiveness, App brand identity and presentation
Technologies: Model-View-Controller paradigm / Mongoose / MongoDB / Express / React / Node / D3 / Heroku
App: https://www.5sherpas.com | **Code: https://github.com/MVC-5/5sherpas**

BREAKAWAY
Description: Increases productivity by helping create a culture of taking breaks and sharing experiences.
Collaboration role: UI Design, Front-end, Calendar, Responsiveness, App brand identity and presentation
Technologies: JavaScript / Handlebars / CSS / Mailer / MySQL / Sequelize / Heroku + JawsDB
App: https://breakaway-vacay.herokuapp.com | **Code: https://github.com/MVC-5/breakaway**

DISCOVER SERENITY
Provides the best hiking trail options in the United States, avoiding crowds and finding serenity outdoors.
Collaboration role: UI Design, Front-end, Landing page, Responsiveness, App brand identity and presentation
Technologies: JavaScript / HTML / CSS / Grid / Semantic UI / jQuery / Geolocation web API
Apps: https://calebkirkish.github.io/discover-serenity | **Code: https://github.com/calebkirkish/discover-serenity**