



PEDRO MARTINS

GRAPHIC DESIGNER

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www.pmgd.me

PERSONAL STATEMENT

Strategic designer with an established record in multiple design disciplines such as branding, strategy, web design, email, and marketing. I deliver designs that not only communicate messages but also drive home results. I always aim to exceed the expectations of the brief and deliver visually impactful and strategically sound solutions above all.

INDUSTRY EXPERIENCE

2022–Present | Graphic Designer (Remote)

LilaConnect Limited (full fibre broadband company)

Streamlined marketing materials across all platforms, as the sole designer, whilst outdoing professional design agencies in both speed and quality. Developed branding for monthly marketing campaigns, using research to create strategic and impactful visuals. Additionally, responsible for introducing bespoke emails and landing pages for each campaign, significantly expanding LilaConnect's digital marketing reach.

2021–2022 | Graphic Designer (Yeovil)

Core Creative Limited (design & marketing agency)

Independently designed all digital and print marketing assets, executing monthly campaigns and driving engagement through HTML built marketing emails. Responsible for streamlining projects for multiple clients, ensuring timely, high-quality delivery under tight deadlines.

2017–2021 | Freelance Designer

Design and execution of high-level projects, including a presentation for NHS leaders, UX/UI design for apps, identity branding, and more.

EDUCATION

2016–2019 | University of Reading

Bachelor of Arts, Graphic Communication: 2:1

Studying here gave me an appreciation for typography, undertaking briefs within various design sectors, and further expand my skill set. Key skills learned include Adobe software, clientele communication, research based design, pitch presentations and UX design.

2013–2016 | Cornwall College, St Austell

Level 3 Foundation Diploma in Art & Design: Distinction

Further study into preparing for the creative industry. Final project involved a series of posters which went on to win CreateEd in 2016.

A-Level Art & Design: Graphic Communication: A (a)

Working within an open design studio studying Design movements, Branding, Book design, Poster design, and Adobe software.

BTEC Level 3 Extended Diploma BUSINESS (QCF): D*DD

Researching current business practices, gaining a deep understanding of Marketing, Finances, Advertising, Corporate, and Business structures.

AWARDS

June 2016 | Certificate of

Excellence: Graphic Design

Falmouth University hosted CreatEd 2016, an event aimed towards showcasing GCSE and A-level work across Cornwall, where I received the Certificate of Excellence for winning my category (Graphic Design).

SOFTWARE SKILLS

Adobe Photoshop



Adobe InDesign



Adobe Illustrator



Microsoft Office



Adobe After Effects



HTML + CSS



WordPress



DESIGN SKILLS

Branding design / Typography /
Web design / Design for print /
Marketing / Editorial design /
Packaging / UI & UX design /
Logo design / Poster design /
Email campaigns / Letterpress

HOBBIES & INTERESTS



LET'S WORK TOGETHER.