

# ARIELE MARTINEZ

DIGITAL DESIGNER

## PROFILE

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Digital designer  
based in Philadelphia  
with user experience design  
and front-end expertise.

## CONTACT

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347.762.9280

Twitter: @arielebydesign  
arielemartinez.com  
acmartine@gmail.com

## SKILLS

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Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
WordPress  
HTML5 & CSS 3  
JavaScript  
jQuery  
Bootstrap  
Git/GitHub  
Sketch  
InVision  
MailChimp  
Google Drive  
Microsoft Office

## WORK EXPERIENCE

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### GRAPHIC DESIGNER | COMPLEX VENTURES

REMOTE / BROOKLYN, NY • FEBRUARY 2017 - PRESENT

Graphic design for print & web for a digital marketing agency in Brooklyn, NY. Collaborates remotely with in-office team to create advertising collateral for corporate clients, including banner advertisements, pitch decks, website graphics, brochures, e-mail newsletters, and other projects. Updates the agency's WordPress website as needed.

### WEB DESIGNER | DIGITAL OXYGEN CORPORATION

NEW YORK, NY • JANUARY 2017 - PRESENT

E-commerce website design and development using WordPress, HTML, & CSS. Mobile application design for iOS. Content strategy & copywriting for websites. Administrative support for CEO.

### DIGITAL DESIGNER | FREELANCE

NEW YORK, NY • JANUARY 2016 - PRESENT

End-to-end user experience, visual & interface design, & responsive front-end development for clients, primarily startup companies and small businesses.

Full portfolio of work is available at [arielemartinez.com](http://arielemartinez.com).

### DESIGN CONSULTANT | BEERMENUS

BROOKLYN, NY • OCTOBER 2015 - DECEMBER 2015

Graphic design & UX consultant. Designed customizable point-of-sale marketing materials for BeerMenus clients to display at their business locations. Prototyped a webpage for users to customize and download these assets. Participated in weekly design sprints with project team members and staff at BeerMenus.

## EDUCATION

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### WEB DESIGN TRACK | STARTUP INSTITUTE NEW YORK

NEW YORK, NY • OCTOBER 2015 - DECEMBER 2015

Selected from a competitive applicant pool for an eight-week immersive program. Startup Institute helps individuals to develop the skills, mindset, and network to be high-impact at a high-growth company. Trained in agile methodology.

The Web Design Track specifically focuses on HTML + CSS, jQuery, JavaScript, user-centered design, rapid ideation, navigation, and flow.

### B.A. IN PSYCHOLOGY | BRYN MAWR COLLEGE

BRYN MAWR, PA • AUGUST 2009 - MAY 2013

Coursework in Behavioral, Social, and Developmental Psychology;  
Minor in Biology