

ALIX MARTINEZ MARTINEZ

VISUAL DESIGNER

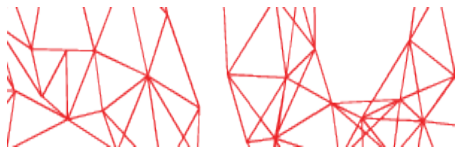
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ALIX MARTINEZ MARTINEZ

VISUAL DESIGNER

075 98710150 info@alixmzmz.eu www.alixmzmz.eu

- I'm a visual designer currently working at Fjord London with 10+ years of experience.
- Over the last years I had the chance to develop an understanding of worldwide media, exploring it's languages, cultures and methodologies.
- Originally from A Coruña (Spain) I have been based in various Spanish cities, as well as other European countries such as Germany, Italy and Ireland.
- I like designing meaningful and appealing experiences with a continuous learning attitude, being curious and enthusiastic. Enjoying it!

SOUND BITES

"One of the best team players I have ever know within a creative team"

Juan Real, User Experience Designer, Riplife Gaming Technologies

"Effective dialogue, decisive. A star signing!"

Desiree Garcia, Creative Writer & Content Manager, Aedgency

"A talented designer with a fine eye for detail and innate talent for translating business needs into functional and attractive creative material. Top qualities: Great Results, On Time, High Integrity"

Jon Smith, hired me more than once since 2008 as Graphic/Web Designer.

SKILLS & EXPERTISE

Visual Design | Web Design | User Interface Design | User Experience | Mobile | Agile | Service Design | Typography | Lettering | Infographics | Illustration | Branding | Photoshop | Fireworks | Illustrator | InDesign | HTML | CSS | Wordpress

EDUCATION

UNIVERSITY OF SALAMANCA, SPAIN 1996-2001

Degree in Fine Arts. Major in Graphic Design and Audiovisual Communication
Grafic Design, Audiovisual Communication, Photography, Illustration, Typography

SPD SCUOLA POLITECNICA DI DESIGN, MILAN, ITALY 2003-2004 Web Design Master

GEORG SIMON OHM UNIVERSITY OF APPLIED SCIENCES NUREMBERG, GERMANY 2000-2001
Erasmus Scholarship. Typography, Illustration, Photography

A CORUNA UNIVERSITY, SPAIN 2006-2007

CAP (Pedagogical Adaptation Course) Course for teaching in Spanish schools

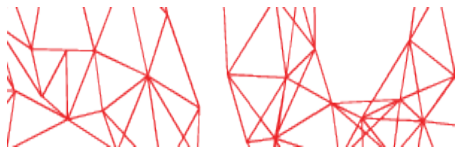
LANGUAGES

SPANISH & GALICIAN
Mother Tongue

ENGLISH
Full working proficiency

ITALIAN
Full working proficiency

GERMAN
Intermediate



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WORK EXPERIENCE

VISUAL DESIGNER FJORD

May 2013 - Present
London, United Kingdom

Responsible for the concept creation, direction and delivery of visual design. Taking care of the visual design aspect, also considering interaction design.

INTERACTIVE DESIGNER BWIN-PARTY

October 2011 - May 2013
London, United Kingdom

Belonging to the Marketing Communication Department. The department services the marketing, product and territory teams in the creation of online and offline assets, features and websites to communicate to customers worldwide.

SENIOR VISUAL DESIGNER BODOG GROUP

September 2011 - July 2012
Barcelona, Spain

UX Department. Design duties, mainly websites (design process from conception to execution). Help designing rich and productive user experiences at Bodog.

WEB DESIGNER AEDGENCY

August 2009 - April 2012
Barcelona, Spain

Aedgency is a pan-European (operates across five European markets) performance-based marketing specialist. Specialties: Online performance based marketing, advertising, coupons / offers, software monetization. Duties (Sites, microsites, set of banners, full pages, emailing, icons, installers...).

DEENERO LEAD DESIGNER AEDGENCY

February 2009 - August 2009
Barcelona, Spain

Responsible for design in the Department of Deenero product. Communication with other departments and suppliers. Training of junior designers. Features: redesign Deenero site, microsites, emailing...

INTERACTIVE PRODUCER GRAVITATE

September 2007 - June 2008
Dublin, Ireland

Web design (overall process from conception to project implementation), quality control, management tasks, participation in internal projects, customer support ...

GRAPHIC DESIGNER AGRAFOJO+ASOCS

October 2005 - July 2007
A Coruña, Galicia, Spain

Features design and coordination. Corporate design, branding, brochures, yearbooks, books and other publications, conference materials, websites, signage, shipping management for print.

GRAPHIC DESIGNER DIMPRESION

May 2005 - October 2005
A Coruña, Galicia, Spain

Overall offline design. Branding, corporate entities, signage, design of labels, vinyl, backlights, displays. Several publications (directories, brochures, ...).

GRAPHIC-CREATIVE DESIGNER UNDERGRAPHIC

February 2005 - May 2005
Cagliari, Italy

Advertising (newspapers, direct marketing, outdoor / indoor), corporate design, brand design, brochures (different publications)...

MANAGER OF THE ILLUSTRATION DEPARTMENT RODEIRA-EDEBE

September 2001 - September 2003
A Coruña, Galicia, Spain

Specialty: Textbooks (quality control, proofreading, freelance hiring, selection of stock images, photo retouching, illustration).