

Ben Martinez

Logo Designer

Work Experience

Education

Skills

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📍 Los Angeles, CA
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Logo Designer

Creative Pixels

2020 - current | Los Angeles, CA

- Leveraged CorelDRAW and Adobe Photoshop to create versatile logos that met client specifications.
- Implemented Adobe Typekit to select and customize fonts, resulting in a 13% improvement in typography aesthetics.
- Produced digital illustrations using Wacom Cintiq, *enhancing client engagement.*
- Oversaw logo presentations, achieving a 92% approval rate on concepts.

Graphic Designer

Artistic Impressions

2017 - 2020 | Pasadena, CA

- Led 4 designers, overseeing their work and ensuring consistent quality.
- Created web designs with Figma, resulting in *23% increase in user engagement.*
- Developed branding materials leading to 27% increase in brand recognition.
- Initiated efficient project management processes through Basecamp, resulting in a 4-hour reduction in project turnaround time.

Graphic Design Intern

JPL

2016 - 2017 | Pasadena, CA

- Utilized Blender to create 3D animations, contributing to a *3.1K increase in user engagement* on the company's website.
- Managed and organized design assets, files, and project documentation using Google Drive, improving workflow efficiency by 16%.
- Participated in brainstorming sessions and contributed innovative design ideas for client projects.
- Conducted competitor analysis to inform design decisions and strategies.

Bachelor of Fine Arts, Graphic Design

ArtCenter College of Design

2013 - 2017 | Pasadena, CA

CorelDRAW; Adobe Photoshop; Adobe Typekit; Wacom Cintiq; Paletton; Figma; Basecamp; Dribbble; Blender; Google Drive