

DANIEL G. MARTINEZ, JR.

Front-End Web Designer & Digital Designer with 13 years of experience

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goododesigns.com

Houston, Texas



SPECIALTIES

- › Hybrid designer with web + print creative marketing design experience
- › Front-End Web Design/Development, WordPress/CMS, Digital Graphics, Photo Editing, and Email Marketing
- › Highly motivated and able to manage various projects and meet target deadlines
- › Experience working directly with clients with a consultative approach

TECHNICAL SKILLS

Adobe Creative Cloud Suite

Photoshop, InDesign, Illustrator, Dreamweaver, Acrobat

Content Management Systems

WordPress, Shopify, E-commerce, etc.

Yoast SEO/Google Analytics

HTML/CSS, FTP Client

Email Marketing, ESP/CRMs

Knowledge of responsive web design best practices

Microsoft Office: Word, Excel, and PowerPoint

SUMMARY

I am a critical thinker and problem solver with a passion for utilizing strategic design to create cohesive, user-friendly brand web experiences. I thrive under new challenges and always look forward to learning and contributing my knowledge to help build innovative design solutions.

PROFESSIONAL EXPERIENCE

Kardia Design Studio

Lead Web/Digital Designer & Project Manager | July 2012–Present | Full-Time

- Design and build websites and landing pages with a mobile-first approach using WordPress/CMS, create layouts from scratch or based of existing wireframes while adhering to brand style guides
- Lead client discovery sessions to define marketing goals, project milestones, provide design/marketing ideas, and conduct competitor research
- Educate clients on how to manage their websites by producing visual step-by-step instructional guides; also hosted live video web trainings
- Manage and maintain client websites: update WordPress core files, update web content, imagery, optimize images, page creation, and hero graphics
- Redesigned, built and maintained client websites hosted on various CMS platforms: WordPress, Shopify, Wix, etc.
- Create digital graphics and marketing assets to be used on websites, and custom illustrated vector graphics and area/community maps

eComLeads, Inc.

Affiliate E-mail Marketing Specialist | October 2008–July 2012 | Full-Time

- Coordinate and deploy marketing emails and auto responders
- Quality assurance check for email standards and compliance
- Design HTML email content, manage email data, work directly with ESP's and Affiliates to analyze data and trends
- Managed the outsourced staff productivity and communications

EDUCATION

The Art Institute of Houston | Houston, Texas

Associate of Applied Science Degree in Interactive Media and Design
Graduated March 2007