

# ROSY MARTINEZ

I thrive when given the task of taking someone on a journey through the use of color, texture, music and light. Give me a canvas, any dimension, and tell me who to entice.



## EXPERIENCE

### GRAPHIC DESIGN FREELANCER

Portland, OR 2/17 - PRESENT

Staffing Agencies: Aquent, 24 Seven

Companies have included: Happylucky, The Fiction Tribe, Adidas, HERENOW Creative, Fiction.

### SENIOR BRAND DESIGNER - GLOBAL SALES

Nike Beaverton, OR 10/15 - 1/17

- The nature of the work is focused on the appearance of product, communications, or collateral materials.
- Collaborates in the development of innovative solutions for 2d and 3d design including graphic/environments.
- Designs iPad sales presentations for specific categories detailing future product lines.
- Communicates and presents design concepts to Creative Director.
- Creates presentation materials that effectively communicate design concepts.
- Works with design leadership and category team to ensure feasibility of designs, budget, merchandising needs and overall program needs.
- Actively gains knowledge of current trends, color, technology and other related design influencers.
- Directs videographers, photographers, stylist and models.

### GRAPHIC DESIGNER - GLOBAL YOUNG ATHLETES

Nike Beaverton, OR 1/14 - 6/15

- Developed design schematics to direct development and production process of garment graphics.
- Partnered with design operations to define resource adherence to Nike, team, school, and league color palette standards and graphics seasonally.
- Reviewed product and project status, approval requirements, and production deadlines with matrix partners.
- Maintained status list of all created images, delivered status reports at weekly team meetings on seasonal and specific projects, communicated with clients on status and location of requested images.
- Prepared shoe pattern files with seasonal graphics and colorways for production.
- Designed custom shoe graphics for specialty product lines.
- Developed presentation graphics for apparel lines, new products and internal design reviews.
- Organized style samples and swatches for seasonal archiving.
- Assisted in any day-to-day projects where needed.

### CREATIVE DIRECTOR

TRI Leadership Resources Portland, OR 9/13 - 4/14

- Project manager in the services areas of training and development, event management, and association leadership.
- Managed and accountable of all creative projects.
- Designed, managed, wrote copy and edited event programs.
- Designed leadership curriculum, sales, marketing and public relations materials.
- Public Speaker and trainer at conference/event workshops.
- Developed and managed relationship with outside businesses and clients.
- Managed business including budget, preliminary negotiation, strategy, and research for creative projects.

### LEAD DESIGNER

Portland Trail Blazers Portland, OR 11/04 - 5/13

- Designed premier marketing projects including print, web, broadcast, retail, outdoor signage, arena and community building interiors.
- Managed and coordinated company digital photo library system.
- Hired photographers, directed and managed all photo shoots.
- Participated in project brainstorming sessions and day-to-day duties of the department.
- Hired and managed graphic design and photography interns.
- Creative Director of the Rip City Game Time Program.

## **GRAPHIC DESIGNER/WEB DEVELOPER [FREELANCE]**

adidas Portland, OR 9/05 - 4/10

- Designed entry cards, contest websites, web banners and sales emails.
- Worked off given project briefs and was most often given visual assets.
- Communicated with project manager directly to ensure project success.
- Coded and developed websites and emails with correct linkage and tags.

## **DESIGN & MARKETING MANAGER**

Mt. Hood Meadows Ski Resort Portland, OR 11/01 - 6/04

- Developed company website presence from design through scripting.
- Independently designed and created all premier print materials in-house.
- Conceptualized and executed visual aesthetics for special event materials.
- Established brand identities for all company divisions.
- Directed photo/videographers in acquiring imagery for advertising and commercials.
- Managed quality print and graphical consistency by working directly with the print vendors.
- Oversaw young women marketing initiative the "GirlZ Freeride Team".

## **WEB DEVELOPER/DESIGNER**

FISERV eCom Services Corvallis, OR 3/01 - 8/01

- Designed and developed front end scripting for financial institution websites.
- Communicated with clients to assess their website needs and wants.
- Created on-line multimedia presentations for company presentations.
- Managed websites and updated information when necessary.

## **GRAPHIC DESIGNER**

Oregon State University Corvallis, OR 6/99 - 7/01

- Worked independently with campus clients to develop needed project within their budgets.
- Produced an array of marketing materials and presented to clients for approvals.
- Managed production process with vendors and coordinated delivery to client.



## **EDUCATION**

**Bachelor of Fine Arts, Graphic Design** Minor: Interactive Multimedia

June 2001, Oregon State University, Corvallis, OR

## **FREELANCE**

**CLIENTS:** HERENOW Creative, FICTION, Happylucky, Mt. Hood Skibowl, adidas, OMSI, Icon Motosports, Timberline Lodge, Salomon Sports, Red Bull and more.

**MODEL:** Sports + Lifestyle Unlimited, Betty Rides, Mt. Hood Meadows Ski Resort and Salomon Sports.

**PRODUCT DEVELOPMENT TESTER:** ICON MotoSports (motorcycle gear), NIKE (running gear).

## **INTERESTS**

Fashion, music, photography, volunteering, running, kettlebell training, yoga, snowboarding, skiing, wakeboarding, surfing, street bikes, dirt bikes, golf, mt. biking, softball, soccer.

## **SKILLS**

Mac and PC platforms. Adobe Creative Suite, Microsoft Office, HTML, Java Script.