

# 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

### SENIOR RETAIL BRAND PRESENTATION DESIGNER - ASIA PACIFIC LATIN AMERICA NFS

Nike Beaverton, OR 7/17 - PRESENT

- Develops and communicates Seasonal Retail Brand Presentation Directives that support overall Product Presentation and Brand Marketing strategies for our client's Retail Environments. Directives are utilized in the Asia Pacific and Latin America Geography which includes 213 doors in 13 countries: Mexico, Brazil, Argentina, Chile, Uruguay, India, Japan, South Korea, Malaysia, Singapore, Thailand, Australia, New Zealand.
- Generates innovative Retail Brand Presentation ideas for 2d and 3d design projects including graphics and/or environments for client stores; this includes store window displays, in-store graphics and visual product presentation.
- Actively gains knowledge and experience regarding our client's design philosophy, products and processes.
- Communicates and presents design concepts to Brand Leads/Leader/Director.
- Creates presentation materials that effectively communicate design concepts.
- Works with design leader and category team to ensure feasibility of designs, budget, merchandising needs and overall program needs.
- Produces mechanical files for production purposes.

### SENIOR BRAND DESIGNER - GLOBAL SALES

Nike Beaverton, OR 10/15 - 1/17

- Designed digital interactive presentations detailing future product lines for Basketball, NBA, Training and YA categories.
- Focused on the appearance of product, communications, and collateral materials used by Global Sales Teams.
- Collaborated in the development of innovative solutions for 2d and 3d design including graphic/environments.
- Communicated and presented design concepts to Creative Director.
- Created materials that effectively communicated design/photo concepts, video storyboards, and interactive layouts.
- Worked with design leadership and category team to ensure feasibility of designs, budget, merchandising needs and overall program needs.
- Actively gained knowledge of current trends, color, technology and other related design influencers.
- Directed 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 code when necessary.

## GRAPHIC DESIGNER

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

- Independently managed campus clients to develop design collateral 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:** Adidas, HERENOW Creative, FICTION, Happylucky, The Fiction Tribe, Mt. Hood Skibowl, 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, architecture, sports, running.

## COMPUTER SKILLS

Adobe Creative Suite, SketchUp, Microsoft Office, HTML, Java Script.