

# ROSY MARTINEZ

ENVIRONMENTAL | DIGITAL | GRAPHIC DESIGNER



*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.*

## PORTLAND, OR

R@ROSYMARTINEZ.COM

ROSYMARTINEZ.COM

LINKEDIN.COM/IN/ROSYMARTINEZ/EN

## COMPUTER SKILLS

Adobe Creative Suite  
SketchUp  
Microsoft Office  
Keynote  
HTML

## EDUCATION

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

## EXTRA EXPERIENCE

**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, art, documentaries, architecture, running, hiking, camping, golf, yoga, snowboarding, skiing, baseball, soccer, basketball, football, motorcycles.

## TESTIMONIALS

*Rosy is a brilliant creative who pays attention to detail as well as the client's needs and positioning creating great work which delivers the desired message. She is immersed in the culture and rips on a snowboard.*

**CHRISTOPHER STUMBLES RED BULL**

*Rosy is a superstar. I love that I can generally describe a vision or concept and that she has such a depth of experience she can fill in the blanks and then articulate visually what I've been dreaming about mentally. She's a great find and I count myself lucky that we get to work together.*

**RYAN UNDERWOOD TEAMTRI**

## FREELANCE DESIGNER

Adidas, Twenty Four 7, HERENOW Creative, FICTION, Happylucky, OMSI, DNA Studios, The Fiction Tribe, Mt. Hood Skibowl, ICON Motosports, Timberline Lodge, Salomon Sports, Red Bull...

## NIKE SENIOR RETAIL BRAND PRESENTATION DESIGNER - APLA NFS BEAVERTON, OR 7/17 - 1/19

- Designed innovative 2d and 3d Retail Brand graphics and environments for 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.
- Created initiative decks and presented design concepts to Brand Leads/Leader/Director.
- Developed mechanical files for vendors overseas.
- Directed brand leaders through initiatives to ensure budget feasibility.

## NIKE SENIOR BRAND DESIGNER - GLOBAL DIGITAL SALES BEAVERTON, OR 10/15 - 1/17

- Designed UX and digital interactive presentations and detailing category product lines.
- Managed apparel and footwear content with category merchandisers.
- Created visual story boards for video and interactive layouts.
- Directed videographers, photographers, stylist and models.
- Presented design concepts to Creative Director.

## NIKE GRAPHIC DESIGNER - GLOBAL YOUNG ATHLETES BEAVERTON, OR 1/14 - 6/15

- Developed production schematics for garment graphics and reviewed samples.
- Designed custom shoe graphics for specialty product lines.
- Created shoe pattern files with seasonal FW graphics and colorways for production.
- Delivered status reports at weekly team meetings on seasonal projects.

## TRI LEADERSHIP RESOURCES CREATIVE DIRECTOR PORTLAND, OR 9/13 - 4/14

- Project manager - Training and Development/Event Management/Association Leadership.
- Accountable for the design and creation 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.

## PORTLAND TRAIL BLAZERS LEAD DESIGNER PORTLAND, OR 11/04 - 5/13

- Designed premier marketing projects including print, web, broadcast, outdoor signage, and environments; retail, in-arena and community buildings.
- Managed and coordinated company digital photo library system.
- Hired photographers, directed and managed all photo shoots.
- Hired and managed graphic design and photography interns.
- Creative Director of the Rip City Game Time Program.

## ADIDAS GRAPHIC DESIGNER + WEB DEVELOPER [GO-TO FREELANCER] PORTLAND, OR 9/05 - 4/10

- Designed sales emails, contest websites, web banners, and entry cards.
- Communicated with project manager for project briefs, assets and timeline updates.
- Coded and developed websites and emails.

## MT. HOOD MEADOWS SKI RESORT DESIGN + MARKETING MANAGER PORTLAND, OR 11/01 - 6/04

- Established brand identities for all company divisions.
- Designed all company marketing materials including special events.
- Designed, structured and coded front end development of company website.
- Directed photo/videographers in acquiring imagery for advertising and commercials.
- Managed print quality and graphical consistency working directly with the print vendors.
- Created and managed young women marketing initiative the "GirlZ Freeride Team".

## FISERV eCOM SERVICES WEB DESIGNER/DEVELOPER CORVALLIS, OR 3/01 - 8/01

- Designed and coded front end development for financial institution websites.
- Communicated with clients to assess their website needs and wants.
- Created on-line multimedia presentations for company presentations.

## OREGON STATE UNIVERSITY GRAPHIC DESIGNER 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.