

Collin Martin Jr.

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PROFILE SUMMARY

Experienced Graphic Designer with over 7 years of expertise in collaborating with prominent brands to revitalize brand identities and elevate market visibility through innovative design solutions. Skilled in creating compelling 2D and 3D visuals, including animations and prototypes, using advanced software tools like Adobe Illustrator, Adobe After Effects, and Blender. Proven track record in leading design teams to optimize productivity and project efficiency, while mentoring junior designers in software proficiency and design excellence. Adept at aligning creative strategies with brand objectives to deliver impactful marketing collateral across digital and print platforms.

AREAS OF EXPERTISE

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|------------------------|---------------------|------------------------|-------------------------|
| ▪ Graphic Design | ▪ Mockup Creation | ▪ Promotional Content | ▪ AI image generation |
| ▪ Brand Identity | ▪ Render Production | ▪ Campaign Development | ▪ AI coding development |
| ▪ Logo Design | ▪ Adobe Illustrator | ▪ Brand Strategy | ▪ AI video editing |
| ▪ Marketing Collateral | ▪ Motion Graphics | ▪ Design Mentoring | |
| ▪ Project Management | ▪ Social Engagement | ▪ Visual Communication | |
| ▪ Team Leadership | ▪ Digital Assets | ▪ Creative Ideation | |
| ▪ 2D / 3D Design | ▪ Banner Creation | ▪ Problem-solving | |

CORE COMPETENCIES

- **Strategic Collaboration:** Demonstrated ability to collaborate strategically with prominent brands to rejuvenate brand identities and enhance visibility through innovative designs and marketing collateral.
- **Project Management:** Proficient in overseeing project operations, allocating tasks effectively within teams, and enhancing productivity and project efficiency.
- **Advanced Design Skills:** Skilled in developing visually striking 2D and 3D mockups and renders using advanced techniques, optimizing product aesthetics and client merchandise presentation.
- **Mentorship and Leadership:** Experience in mentoring junior graphic designers, fostering skill acquisition in leading design software, and enhancing team proficiency and productivity.
- **Brand Management:** Expertise in maintaining brand coherence across digital platforms, ensuring alignment of design elements with organizational visual identities and marketing strategies.

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer

Mar 2017 – Present

- Collaborated strategically with prominent brands to elevate brand visibility by rejuvenating brand identities through innovative logo designs and extensive marketing collateral.
- Oversaw project operations and effectively allocated tasks within the team, leading to a substantial enhancement in productivity and project efficiency.
- Developed and executed visually striking 2D and 3D mockups and renders, leveraging advanced techniques to elevate product aesthetics and optimize the presentation of client merchandise through compelling visual narratives.
- Mentored graphic designers, facilitating the acquisition of skills and proficiency in leading design software like Adobe Illustrator and Adobe After Effects, crucial for delivering sophisticated design solutions.

Jr National Basketball Association

Jan 2021 – Sep 2023

Freelance Graphic Designer

- Produced dynamic 2D animations using Adobe After Effects, resulting in increased social media engagement and driving traffic to a newly launched YouTube channel.
- Collaborated closely with the marketing team to develop creative digital assets such as banners, story templates, and promotional content, thereby enhancing brand visibility and promotional efforts.
- Applied innovative approaches to achieve specific marketing objectives, contributing significantly to the success of promotional campaigns and brand initiatives.
- Maintained brand coherence across all digital platforms, ensuring alignment of design elements with the organization's visual identity and marketing strategies.

Geo Events Creative Agency (Contract work)

Feb 2022 – Jul 2022

Senior Graphic Designer

- Developed precise 3D entrance model prototypes utilizing Adobe Illustrator and Blender, delivering detailed visualizations that heightened client satisfaction and secured project approvals pre-execution.
- Led stakeholder meetings to refine design concepts and offered strategic insights in selecting optimal design solutions, establishing a robust foundation for seamless project execution.
- Guided and mentored junior graphic designers, nurturing proficiency in Adobe Illustrator and fostering team unity to enhance overall productivity.
- Produced captivating marketing collateral for both digital and print platforms, skillfully conveying brand messages to elevate client interaction and engagement.

- Spearheaded the design department, steering creative vision and ensuring strict alignment with brand standards, thereby achieving unified and impactful visual communications across diverse marketing channels.
- Conceptualized and implemented strategic marketing initiatives, introducing novel concepts that effectively connected with target demographics and advanced corporate goals.
- Arranged collaborative brainstorming sessions to foster creative ideation and problem-solving, driving project momentum through cross-functional teamwork and consensus-building.
- Created and delivered an extensive array of marketing assets, encompassing digital content, printed materials, and promotional items, significantly enhancing brand presence and fostering heightened customer interaction.

EDUCATION

Associate of Science in Digital Art and Design | Queens Borough Community College

Dec 2019

TECHNICAL SKILLS

- **Adobe Suite:** Adobe Illustrator | Photoshop | After Effects | InDesign | Premiere Pro | Bridge
- **Design Skills:** 3D Modeling | Retouching | Typography | Illustrations | Design Layout
- **Tools:** Blender | Sketch up | Click up | Canva | Milanote
- **Microsoft Office:** PowerPoint | Word | Excel

REFERENCES

Available upon request.