

# ART DIRECTOR

Jorge Martinez | DesignVault.com | 970-368-2667 | info@JorgeMartinez.net

## SUMMARY

Seasoned designer/art director with an eye for detail.

Experienced group leader able to manage concurrent tasks and deliver high-end design executions through team collaboration.

Well versed in social media for marketing and increasing online visibility through the use of applications like Facebook and Twitter.

## EXPERIENCE

### **Digitas Health: Senior Art Director (Freelance)**

September 2009 – Present

Impressed by the success of Zyrtec.com, Digitas Health invited me to join their growing interactive team. I currently work on websites and interactive demos for three well known pharmaceutical brands.

### **R/GA: Art Director**

May 2006 – April 2009

Oversaw the design and development of Zyrtec.com. Since its launch in late 2008, it has helped boost sales by educating allergy sufferers while providing them with a more affordable OTC solution.

While on the Verizon account, I designed and led a team through a redesign of Verizon.com across their three lines of business— Home, Wireless and Business.

Delivered designs and concepts for a social-based Intranet experience for Johnson & Johnson.

Provided art direction and visual design for websites, touch-screens and web applications. Proposed mobile technology as part of our solution on many of our client's campaigns. Worked with people of many disciplines on multiple client pitch assignments.

### **Agent 16: Senior Art Director / Interactive Group Lead**

January 2004 – April 2006

Helped develop the interactive department. Introduced solutions for more sophisticated web design and development for clients including Avis, Brooklyn Navy Yard, Dupont, R.J. Reynolds and Toshiba.

### **Endai Worldwide: Creative Consultant**

1999 – 2001

Worked with a small team of entrepreneurs and developers on creating a digital advertising solution that was ahead of its time. If you walk by a Starbucks, your cell phone goes off offering you a mobile coupon...yup, we thought of that!

## EDUCATION

State University of New York at Albany, New York; 1997

## REFERENCES

Barbara Hamilton ECD at R/GA

[barbara.hamilton@rga.com](mailto:barbara.hamilton@rga.com)

Bryce Nihill Associate Creative Director at R/GA

[bryce.nihill@rga.com](mailto:bryce.nihill@rga.com)