

Jorge Martinez

INTERACTIVE ART DIRECTOR

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Introduction

I'm a detail-oriented visual designer who's conscious of the end-user at all times. Typography, color and scale are important as is understanding the user, their environment and social influence. I believe in leading by example and facilitating growth by sharing from my own experiences.

The tech junkie in me is passionate about technology, embraces it and encourages experimentation. My goal everyday is to get those that surround me to do the same.

Experience

SENIOR ART DIRECTOR, DIGITAS HEALTH, SEPTEMBER 2009-MARCH 2010

Worked on a number of projects as well as a major pitch for the agency; the results of which brought attention to how Digitas Health not only delivers on creativity but also embraces technology and current trends which all too often are seen lacking at pharmaceutical agencies.

ART DIRECTOR, R/GA, MAY 2006-APRIL 2009

Proposed design directions that would transform Zyrtec.com from a sterile, uninviting site, to one that was easy to use and educational. Record sales and increased brand awareness were direct results of the site revamp and CRM program.

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

Delivered concepts for a social platform that would unify Johnson & Johnson's IT team worldwide through the use of interactive touch screen displays at every office. It would be an extension to an online platform we also designed.

SENIOR ART DIRECTOR/INTERACTIVE GROUP LEAD, AGENT 16, JANUARY 2004-APRIL 2006

Contributed to the development of the interactive department by introducing forward-thinking techniques in web design and user experience methodologies. Clients included Avis, Brooklyn Navy Yard, Dupont, RJ Reynolds and Toshiba.

LEAD DESIGNER, ADCLIP NETWORKS, JANUARY 1999-DECEMBER 2001

Collaborated with a group of entrepreneurs in creating digital advertising solutions. I was responsible for the product's interface design and user experience as well as contributing ideas to further advance the product. We were among the first to play in the mobile coupon space. Using cell phone towers to calculate your location, we could deliver relevant offers to consumers in the vicinity of participating retailers.

Education

STATE UNIVERSITY OF NEW YORK AT ALBANY

New York — 1997

Referrals

BARBARA HAMILTON, EXECUTIVE CREATIVE DIRECTOR, R/GA

bhamilton17@mac.com

BRYCE NIHILL, ASSOCIATE CREATIVE DIRECTOR, R/GA

bryce.nihill@rga.com