

# D

## DANIEL MARTINEZ

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## SKILLS

- Superior skills with photoshop/illustrator
- Strong foundation in web design css, html
- Strong foundation in print design, typography, and branding
- Vector and print graphics, indesign and illustrator
- Photography and video editing
- Foundation in digital art and photo manipulations
- Strong background in visual arts and colour theory
- Understanding of apparel production processes
- Sketching, creating wireframes, prototyping, storytelling
- Fluent in english and spanish

## KNOWLEDGE

- +4 Years of experience
- Ability to work independently on tasks or collaborate with others
- Passion for experience design, with focus on building functional and usable products
- High self-motivation
- Strong eye for clean, pixel perfect design and a close attention to detail
- Consistent design among web, print, and other designs to comply with branding guidelines
- Passion to learn and improve work
- Ability to interpret the clients vision
- Experience in using social media and email marketing tools
- Ecommerce experience using shopify (shopify partner)
- Understanding of seo (search engine optimization)

## INTERESTS

- Outdoor activities, speacially team and extreme sports
- Exploring new destinations
- Fashion, architecture, and furniture
- Cooking and eating great food

## EXPERIENCE

### Freelance Web and Graphic Designer

Canada, US, Colombia, India  
September 2011 - 2016

### Photography Editor & Coordinator

Luxury Retreats  
January 2015 - December 2015

### Fashion, Graphic & Web Designer

CHRLDR  
May 2013 - December 2014

### Plain Jane Homme

Fashion, Graphic & Web Designer  
May 2013 - December 2014

## EDUCATION

### Design Bachelors Degree

Concordia University  
2012 - 2016

### Graphic Design Courses

Dawson College  
2011 - 2012

### Fine Arts

John Abbott College  
2008 - 2010