

[Martinez, Sara]

Contact

sanssara.com
smartlette@gmail.com
+1 619 318 0452
LinkedIn

Skills

Design Services

Adobe CC

- AfterEffects
- Illustrator
- InDesign
- Lightroom
- Photoshop
- Premiere Pro

- Blender
- Figma
- Sketch

Languages

- English
- Spanish

Select Clients

- AEG/GoldenVoice
- Harvard University
- Los Angeles Apparel
- Nike
- Netflix
- Target
- The Recording Academy

Experience

01.2023 – PRESENT

Freelance

Senior Visual Designer, Art Director

- Co-founded a creative studio designing for entertainment, fashion and culture
- Designed cohesive assets and brand systems for various companies and artists including Nike, AEG/GoldenVoice, Netflix, and others
- Worked as a Senior Designer under contract for ObsidianWorks and The Unquantifiable, contributing to high-impact design projects across industries

03.2021 – 12.2023

Monks Los Angeles

Production Designer

- Produced over 2000 assets for A-List technology client (under NDA)
- Collaborated with our international teams to retouch and design pixel-perfect assets under tight deadlines

06.2020 – 08.2020

Recording Academy/GRAMMYS

Graphic Designer, Contractor

- Executed design briefs for digital signage, email invitations, posters, and various other advertising materials
- Revamped the company's branding guide and social media pages to increase user engagement and brand recognition

06.2019 – 08.2019

Recording Academy/GRAMMYS

Graphic Design Intern

- Worked directly with the Senior Graphic Designer to design both digital and print collateral for events hosted by the company and its subsidiaries

Leadership

07.2022 – 12.2023

Monks Employee Resource Group

Creative Lead

- Elected as the first Creative Lead to develop the group logo and branding system, social media posts, and creative materials for all communications
- Collaborated with global teams to ensure that all creative assets accurately represent members company-wide
- Contributed to the leadership team to drive and achieve growth of members to over 300% for the group within a two-year period

03.2021 – 12.2023

Rhode Island School of Design

Teaching Assistant

- Worked alongside the professor to guide and instruct students during and outside of studio time
- Engaged in class critiques to further push the students' projects

Education

Rhode Island School of Design

B.F.A. In Graphic Design With Honors | Class Of 2020

Brown University

Generative Animation Studio | Spring 2020

Study Abroad

Paris, France | Summer 2017