



[MARTINEZ, SARA]

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SKILLS

Design Software

Adobe Suite

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

Blender

Figma

Invision

Sketch

Languages

English

Spanish

Select Clients

AEG/GoldenVoice

Harvard University

Los Angeles Apparel

Nike

Netflix

The Recording Academy

EXPERIENCE

Public Matter

Art Director | January 2023 – Present

- Co-founded a creative studio focusing on music, fashion and culture
- Designed cohesive assets and brand systems for various companies and artists including Nike, AEG/GoldenVoice, No Label Academy, and others
- Created websites and merchandise designs for several artists resulting in over \$500K in sales

Media.Monks Los Angeles

Designer | March 2021 – December 2023

- 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

Recording Academy/GRAMMYS

Graphic Designer, Contractor | June – August 2020

- 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

Recording Academy/GRAMMYS

Graphic Design Intern | June – August 2019

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

LEADERSHIP

Pride.Monks Employee Resource Group

Creative Lead | July 2022 – December 2023

- 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

Rhode Island School of Design

Teaching Assistant | January 2020 – May 2020

- 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

NYU x Billboard Music Industry Essentials

Online Certificate | Fall 2019

Study Abroad

Paris, France | Summer 2017