

• KARINA MARTINEZ •



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Gardena, CA



kmdesignn.com

EDUCATION

BA Studio Art;
Graphic Design Emphasis
California State University
Channel Islands
2017

Digital Media Certificate
California State University
Channel Islands
2017

EXPERTISE

Brand Strategy and Development
In-Store Marketing
Tradeshows Collateral
Campaign Execution
Packaging Display Rendering
Product Rendering
Production Processes
Print Pre-Production
Photo Manipulation
Web Collateral
Color Correcting
Assigning PMS Colors
Canon DSLR Handling

PROGRAMS

MAC / PC Literate
Adobe Creative Cloud
Sketch
Keyshot
Smartsheet
QuickBooks
Nav

GRAPHIC DESIGN INTERNSHIPS

08.2017 Drinkstation Intern
11.2017 Torrance, CA

09.2016 Advantage Bridal Intern
12.2016 Torrance, CA

06.2016 ALPOM Design Intern
09.2016 Aguroa Hills, CA

PROFILE

High energy creative with 4 years of professional design experience at every stage of the creative development process of products and consumer goods. Design roles held have developed preproduction knowledge and understanding of print processes, as well as working with constraints such as tight deadlines, and budgets.

PROFESSIONAL EXPERIENCE

11.2018
present Graphic Designer
JOBAR International - Carson

On-boarded to oversee, assist, and finalize new brands that were under development and see through to completion within a strict deadline

Re-branding of active brands with innovative and fashion forward trends while still reaching projected audience

Build and maintain vendor relationships throughout the life of the project for accurate production of packaging and other printed collateral

Assisted in several Tradeshows within a coordinating capacity as well as developing print and digital marketing collateral

11.2017
11.2018 Editorial and Packaging Designer
Euri Lighting - Torrance

Developed and refined existing die lines for all related assets regarding print production

Asset creation that is on brand for trade show displays, POP, OOH, and intra department marketing collateral.

Initiated and developed a new line of modular packaging for prospective products

Cut Editorial Content production costs by 9% without compromising design

1.2017
8.2018 Virtual Production Artist
ETS Express - Oxnard, CA

Adjusting client artwork to print within screen printing thresholds and understanding of CMKY process, and assigning PMS colors.

Managed many appointed accounts in a high volume environment on a daily basis.

Executed creative revisions as discussed with client without compromising forward movement.