

Fred Martins

Portfolio

fredmartins.net

Email

fred@fredmartins.net

Mobile

+44 7950 105989

Nationality

Portuguese
(settled status)

Enthusiastic graduate with over 12 years of commercial experience in motion, web and graphic design. A versatile and skilful team member.

Software

Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Premiere, After Effects, Audition, and Acrobat), Cinema 4D, Google Web Designer, Hype, Microsoft Office 365, FTP, HTML, and CSS.

Platforms

Google Ads, Studio and Analytics, Facebook Business, Wordpress, Joomla, Craft, Bronto, Campaign Monitor, NetSuite, Bronto, Litmus, and Yumpu.

Languages

Fluent in English and Portuguese. Beginner in French and Spanish.

Education

2004 - 2005

BA Graphic Design - University of Leeds, United Kingdom
Junior Year Abroad programme in collaboration with the university below.

2001 - 2005

BA (Hons) Graphic Design - Catholic University of Rio de Janeiro, Brazil

2001 - 2004

Marketing and Advertising (HND equivalent) - Estácio de Sá University, Brazil

Commercial Experience

September 2020 - Present

Sweet Squared - Leeds, United Kingdom

Graphic Designer (Senior) - Creative Studio

- Clients (beauty sector) include Kevin.Murphy, CND, Nimue, Lecenté and AlterEgo.
- Design of email marketing, social media campaigns, display ads, and a wide range of print projects including packaging and POS.
- Editing and post-production of video content including animations.

January 2016 - March 2020

Specsavers, Channel Islands, United Kingdom

Motion & Graphic Designer (Senior) - In-house Creative Agency

- Joined this in-house team initially to develop the new look and feel for the Nordic countries. This included all print, social and web templates.
- Worked alongside photographers in concept photo-shoots for seasonal and style collections. Created 3D CGI graphics and imagery for various campaigns.
- Video editing, colour grading and preparation for web and social media channels.
- Managed a team of designers working on multi-channel campaigns.
- Liaised with stakeholders and clients during campaign presentations and meetings.

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Commercial Experience

April 2014 - December 2015

Offshore International - Oi, Guernsey, United Kingdom

Graphic Designer - Creative Studio

- Clients included Airtel-Vodafone, Taj Group (St. James Court Hotel and 51 Buckingham Gate), Shangri-La Hotel London, Intertrust, Elian, Touchstone, States of Guernsey and Thai Airways.
- Design and development of websites, email marketing, social media campaigns including advertising, Google Adwords and Analytics, web banners, animations, video editing and production of a wide range of print projects.

April 2013 - March 2014

Reader's Digest Brazil, Rio de Janeiro, Brazil

Web Designer - Innovation Department

- UX design and development of a new content management system and dynamic email marketing tool.
- Reported monthly progress on the latest developments of the new system and seasonal campaigns to US-based stakeholders.
- Trained new employees and mentored placement students.

April 2009 - December 2012

dR Agency, Leeds, United Kingdom

New Media Designer - Creative Studio

- Clients included ASDA (Walmart Group), Tesco Mobile Ireland, Interfloor, Hitachi, Investors in People, Arco and Fulcrum.
- Worked as part of the creative team on websites, Facebook apps and activities, Google Adwords and Analytics, email marketing, web banners and printed artwork.
- Liaised with clients at meetings and via emails in regards to on-going projects.

October 2007 - March 2009

Fifth Element Marketing, Leeds, United Kingdom

New Media Designer

- Clients included Kingston Communications (Karoo Broadband and Eclipse Internet), Technogym and MYA Cosmetic Surgery. The print production included POS, exhibition banners, posters, stationery, brochures, DM, leaflets and flyers.
- Worked alongside the senior developer and creative director on websites, email marketing and banner ads.
- Video editing for viral campaigns and preparation for web viewing.

March 2006 - September 2007

ICFDS, Leeds, United Kingdom

Web and Graphic Designer

October 2005 - December 2005

Originality Agency, Rio de Janeiro, Brazil

Junior Web Designer

April 2002 - July 2004

Electronic Art Unit, Catholic University of Rio de Janeiro, Brazil

Design Assistant

June 2001 - March 2002

Link Agency, Rio de Janeiro, Brazil

Placement - Creative Department

References

Available on request.