

NOEMI + MARTINEZ + SANTIAGO

Graphic & Interactive Designer / Front-end Developer

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PROFILE

An experienced graphic / interactive designer, front-end developer and new media artist that lives and breathes all things digital.

With over four years experience across a varied range of digital disciplines that include web design, online advertising, mobile, e-commerce and corporate communications I generate creative solutions that are innovative, engaging and functional for leading brands, creative agencies and private clients.

KEY SKILLS

Programming Languages

- *XHTML / HTML*
- *XML*
- *CSS*
- *JQuery / JavaScript*
- *PHP*
- *MySQL*
- *ActionScript*
- *Processing / Java*
- *OpenFrameworks / C++*
- *Arduino / C*

Software Packages

- *Photoshop*
- *Illustrator*
- *Flash*
- *Fireworks*
- *Dreamweaver*
- *InDesign*
- *After Effects*

EDUCATION

2010 - 2011 **MA in Computational Arts** at Goldsmiths, University of London.

1998 - 2003 **BA in Art History** at the University of Santiago de Compostela, Spain.

WORK EXPERIENCE

Jul 2008 - Present

FREELANCE

Graphic & Interactive Designer / Front-end Developer

- *Design and implementation of websites using HTML, CSS, JQuery and PHP / MySQL CMS integration.*
- *Creation, development and implementation of multimedia campaigns.*
- *Layout proposal and production of online graphics.*
- *Design production for mobile applications.*
- *Liaising with clients throughout development and maintenance phases of their sites.*
- *Providing training and producing user and technical documentation for CMS usage.*
- *Graphic design for print: flyers, posters, leaflets and textile graphics.*

May 2010 – Sep 2010

INVESTIS

Digital Designer

- *Creating and developing design concepts for the websites of Investis client portfolio.*
- *Liaising closely with clients to discuss ideas for the layout and organization of the site, colours, style and images to be used, identifying target audiences, leading competitors and determining the site's functionality.*
- *Advising clients on the categories and information needed to construct the site and the visual way in which it will be presented.*
- *Conduct presentations, internally and externally, to introduce the design concepts produced for the company's website.*
- *Communicating with the design team in India to coordinate shared projects and guide them with the development of design concepts.*
- *Review the work of the web producers to ensure the designs have been implemented in an adequate manner.*

Feb 2009 – Apr 2010

OFFICE.CO.UK / OFFSRING.CO.UK

Web Designer

- *Generating strong, creative and innovative ideas that can be proposed as brand enhancing and consumer-driven, and then developing these ideas into working designs.*
- *Carrying out hands-on creative design and concept development through to production for marketing materials, newsletters, static and animated banners, onsite promotions, affiliate creative and offline advertising.*
- *Dealing with production amends and short-notice updates with maximum speed and accuracy.*
- *Ensuring that the style, ethos and brand is effectively represented by all material produced.*

Oct 2007 – Dec 2008

ZAVVI.CO.UK / ZAVVIDOWNLOADS.CO.UK

New Media Designer & Rich Content Coordinator

- *Designing pages, layouts and graphics to highlight and optimise the use of rich content on the website.*
- *Producing graphical elements that generate click-throughs and revenue.*
- *Developing creative treatments and ideas in line with marketing campaigns and brand guidelines.*

Apr 2007 – Sep 2007

VIRGIN MEGASTORES / ZAVVI.CO.UK

Online Operations Assistant

- *Supporting the Graphic Designer in the production of banners and other graphical elements for the site and marketing online activity.*

LANGUAGES

Spanish and Italian.

INTERESTS

Art, design, illustration, music, literature, comics, cinema and photography.