

# Yvonne Martinez

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## Experience

### **SmartSign - Brooklyn, NY**

**Marketing Designer**, March 2015 - December 2016, **Senior Designer**, December 2016 - Present

SmartSign makes it easy to find and purchase the sturdiest signs, tags and mats that money can buy, both stock and custom, for as low a cost as possible.

- Illustrate and design new products to be sold on over 40 websites, as well as posters and handouts for events
- Develop websites for new marketing initiatives using HTML, CSS, Javascript, and jQuery, optimize older sites to be mobile-friendly using Bootstrap
- Schedule, design, and send email marketing campaigns to send to previous customers using MailChimp, use analytics to improve sales and ROI
- Create original graphics for marketing campaigns on Facebook, LinkedIn, and Twitter, as well as for the many blogs and websites maintained by SmartSign

### **Globaloria - New York, NY**

**Associate Producer**, June 2010 - March 2015

Globaloria is a non-profit organization that provides high-tech learning experiences for students and teachers around game design and development.

- Manage a team of contractors to produce a suite of Game Design courses
- Develop learning games including original illustrations and animations using Adobe Flash and Unity 3D
- Write original Game Design tutorials for middle and high school students
- Manage the continual improvement of our proprietary platform and tutorials, wireframe new platform features
- Create graphic design assets for the website, and other assets for printing and distribution
- Lead virtual workshops for a network of over 60 educators across the U.S. about coding and animating in Flash
- Write monthly newsletters and reminders for educators using MailChimp
- Lead in-person summer workshops in several states to orient new teachers to the program, teach them about how to manage a blended classroom, and show them how to make a game in Flash

### **Constructing Modern Knowledge Press - Los Angeles, CA**

**Art Director**, April 2013 - Present

CMK Press is a new publishing company dedicated to producing books promoting modern learner-centered approaches to education.

- Design book covers for this emerging publisher of books on the Maker Movement
- Create original illustrations and diagrams for the interior of the books
- Design posters, postcards, merchandise, promotional images and logos

### **Independent Art and Graphic Design**

- Drawing, illustration, animation, and graphic design for websites, music videos, commercials, and art shows (see portfolio)

## **Education**

**Bard College, Annandale-on Hudson, NY, May 2010**

B.A. in Studio Arts; Senior Project show "Chop, Drop, & Scroll", Contributed to the Bard Papers

## **Skills**

- **Computer:** HTML, CSS, JavaScript, jQuery, Photoshop, Illustrator, InDesign, Dreamweaver, Adobe Flash, ActionScript, Unity 3D, After Effects, Final Cut Pro, iMovie, Audacity, Camtasia Studio, MediaWiki, Joomla, ZenDesk, MailChimp, Maropost, Bluecore, Trello, Slack, Jira, Teamwork PM, Google Apps Administration, Facebook, Twitter, Tumblr, Pinterest, Instagram, YouTube, Vimeo, Viddler, iLife Suite, Microsoft Office, Mac and PC platforms
- **Textiles:** Skilled in knitting, machine knitting, weaving, crocheting, sewing, basic garment construction. Knowledgeable of different techniques, types, and tools of yarn and fabric, as well as more non-traditional materials.