

Ricardo P Martins

Graphic designer, amateur photographer, writer. | www.rpmartins.com

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EXPERIENCE

MindGeek, Montreal — Graphic Designer

AUGUST 2021 - TODAY

Graphic designer for Mind Geek's premium brands, with focus on social media advertising. Designing titles, logos, digital banners, social media assets, digital ads, and items for the main brand's online store.

How I made a difference

In projects for multiple brands, I leveraged my skills on logo design and branding to design multiple versions of cinematic oriented titles, movie-like posters and assets for social media.

Telus, Montreal — Helpdesk

SEPTEMBER 2014 - SEPTEMBER 2020

Helpdesk support for Google's premium GSuite customers, with focus on the Collaboration suite (Drive, Calendar, Classroom, Keep).

How I made a difference

As a front-line agent, I helped the team by sharing knowledge and by inspiring team members to live the Telus values and creating strong relationships.

Being able to help and support my colleagues was incredibly fulfilling, while still delivering high performance to the business. I was a positive and inspirational team member and had the pleasure to share my knowledge and troubleshooting expertise, to see my team members enhance their performance and grow

JACK Marketing, Montreal — Graphic Designer

JUNE 2014 - JULY 2014

Design and compose pages, text, and graphical elements for books, brochures, web sites, and other materials for digital and offset printing.

SKILLS

Advanced skills in:
Photoshop, Illustrator,
InDesign, and Lightroom.

Basic skills in: Adobe XD.

Google applications: Docs,
Sheets, Slides, Calendar,
Keep.

Creative writing. Writing and revising for blog posts and support articles.

ACHIEVEMENTS

Title designs for one of Mind Geek's DP World project on one of their main brands (digitalplayground.com).

Collaboration on the design and concept for JACK Marketing's new web site and printed portfolio.

Design, composition, and pre-press for the book Dez Mulheres Muitas Vidas (Ten Women, Many Lives).

LANGUAGES

English, Portuguese, French.

MPBA, Salvador — Lead Graphic Designer

SEPTEMBER 2011 - NOVEMBER 2013

Design, layout, and compose pages, text, and graphical elements for books, brochures, posters, and other materials for digital and offset printing. Design logos, as well as web banners to be published on intranet sites and the external portal.

How I made a difference

As the lead designer I oversaw the update of the institution's corporate identity: adjusted proportions of logo's symbol and typeface, updated typeface itself, updated colors to current printing and digital standards, devised a list of accompanying typography for use in various applications. I've also compiled the updated branding guidelines and its applications into a corporate identity manual.

EDUCATION

Creative Writing Specialization Wesleyan University,

Wesleyan University, Coursera – 2019

MBA in Graphic Design

UNIFACS, Salvador / Brazil – 2010

Bachelor's Degree in Communication and Advertising

UCSal, Salvador / Brazil – 2003

PROJECTS

Photography — 500px

Photography portfolio at: <https://500px.com/p/rmartins>