Ricardo P. Martins

Brand & Graphic Designer
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SUMMARY

Brand and graphic designer with over a decade of professional experience in visual identity, brand guidelines, digital marketing assets, and production-ready design for digital and print. Works in Adobe Creative Cloud. Experienced in presenting concepts to stakeholders, turning briefs from production, content, and marketing teams into finished work at high volume, and updating existing brand identities.

EXPERIENCE

Brand Designer | Aylo, Montreal *August 2021 – September 2026*
Designed visual assets for premium digital media brands, focusing on social media and digital advertising.

- Designed titles, logos, icons, illustrations, digital banners, social media assets, digital ads, and online store items.
- Delivered hundreds of cinematic-style title designs and digital assets, averaging 3 projects per week with an average turnaround of 5 days per project.
- Designed six category titles for a large project restructuring the themes and categories of one of the company's main brands.
- Designed a new logo and visual identity for a premium brand and worked on logo redesigns for several secondary brands. Presented concepts to stakeholders and revised them based on their feedback.
- Applied accessibility principles to banners for the brands' own websites and to digital ads.
- Worked with marketing on mood boards and design language for promotional campaigns, and with photography on photo selection and editing.
- Worked from briefs and design direction provided by production and content teams, alongside product managers.
- Delivered animated digital ads using Photoshop's built-in animation tools.

Helpdesk Agent | Telus, Montreal *September 2014 – September 2020*
Front-line technical support for Google Workspace (G Suite), a B2B SaaS product, serving Google's premium business customers on the collaboration apps (Drive, Calendar, Classroom, Keep).

- Troubleshot technical issues for business customers while maintaining high performance.
- Shared troubleshooting knowledge with teammates to help improve team performance.

Graphic Designer | JACK Marketing, Montreal *June 2014 – July 2014*
Designed and composed pages, text, and graphics for books, brochures, websites, and other materials for digital and offset printing. Collaborated on the design and concept of the agency's new website and printed portfolio.

Lead Graphic Designer | MPBA, Salvador, Brazil *September 2011 – November 2013*
Designed and laid out books, booklets, brochures, posters, logos, icons, illustrations, and banners. Prepared production-ready files for print, plus web banners and other digital assets for the web and intranet portals.

- Led the update of the institution's brand identity: adjusted the logo symbol's proportions, updated the typeface and colors to current print and digital standards, and defined supporting typography for different applications.
- Compiled the updated branding guidelines and their applications into a corporate identity manual.

Graphic Designer | Freelance
January 2010 – September 2011
Designed and composed pages, text, and graphics for brochures, posters, websites, and other materials for digital publishing and offset printing. Worked with clients to define design direction and language and to gather and produce content. Edited and retouched digital images.

- Handled design, composition, and print-ready preparation for the book *Dez Mulheres Muitas Vidas* (*Ten Women, Many Lives*).
- Designed the logo and corporate identity for the video production company Ideograma.

SKILLS

- **Advanced:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Lightroom), Affinity
- **Working / learning:** Figma, Cavalry, Blender, DaVinci Resolve
- **Also:** Brand identity and logo design, brand guidelines, icon and illustration design, typography, print and digital production, Photoshop animation, HTML/CSS (conceptual knowledge), Google Docs, Sheets, Slides, creative writing

EDUCATION

- Creative Writing Specialization, Wesleyan University (Coursera), 2019
- Postgraduate (MBA) in Graphic Design, UNIFACS, Salvador, Brazil, 2010
- Bachelor's Degree in Communication and Advertising, UCSal, Salvador, Brazil, 2003

LANGUAGES

English (fluent), Portuguese (fluent), French (functional fluency)