

# JUAN CARLOS MARTINEZ

JUANMARTINEZDESIGN96@GMAIL.COM

## ◦ SKILLS ◦

Creative Strategy  
Performance-driven design  
Client-Facing Demos & Onboarding  
Cross-Functional Collaboration  
Workflow Optimization  
Playable Ad Development (2DKit, AppOnboard Studio, CM PLAY)  
Project Ownership & Prioritization  
Fluent in Spanish



## PROFILE

**Creative Product Specialist with 7+ years in mobile advertising and interactive design.** Specializes in high-performing playable ads and performance-driven creative for leading brands. Combines creative strategy and user-focused design to deliver engaging, conversion-focused experiences from concept through launch. Experienced in client-facing demos, onboarding, and cross-functional collaboration across product, design, and engineering teams.



## EMPLOYMENT HISTORY

### Interactive Designer / Product Specialist at Craftsman Plus, New York, NY

Mar 2023 — Present

- Partnered with product, design, and engineering to deliver ad solutions aligned with client goals and performance.
- Led client demos, onboarding, and ongoing support for **Craftsman PLAY**, guiding teams in building and optimizing interactive ad experiences.
- Designed and optimized dynamic creatives to improve engagement across mobile apps and games, refining interactions based on user behavior and performance data.
- Delivered campaigns for major brands including **DraftKings, FanDuel, Fanatics, Instagram, Snapchat, and Pokémon GO.**

### Video Producer / Interactive Designer at Adliven, San Francisco, CA

Jan 2022 — Feb 2023

- Partnered with mobile game advertisers like Activision, Zynga, EA, Miniclip, and Netflix Games to shape campaign goals and creative direction.
- Designed and produced rich media ads (video and static), collaborating with motion and graphic designers to deliver polished, on-brand assets.
- Managed multiple campaigns at once, balancing timelines and prioritizing urgent client needs to keep everything on track.
- Optimized creative for mobile to improve performance and drive stronger user engagement, refining assets based on performance insights.

### Lead Creative Services Specialist at Kaden AI, San Francisco, CA

Jun 2020 — Jan 2022

- Led creative strategy and design for web and mobile projects, delivering high-performing user experiences.
- Improved team efficiency by building templates and workflows that increased consistency and reduced production time.
- Partnered with product, design, and engineering to keep projects on track.
- Introduced and led adoption of **2DKit**, training the team and building the foundation for a playable ads function.

### Rich Media Designer at AppOnboard Inc., Santa Monica, CA

Jun 2018 — Oct 2019

- Built playable ads for the Google Play Store and iOS App Store using AppOnboard Studio, driving higher engagement through interactive user experiences.
- Supported campaigns for mobile game partners including **Zynga, Big Fish Games, and Glu Mobile**, delivering performance-driven interactive creatives.
- Collaborated with engineers and designers to turn concepts into polished experiences.
- Managed multiple client projects, balancing tight timelines while maintaining quality.



## Education, Otis College of Art and Design

Sept 2014 — May 2018