



JUAN C. MARTINEZ

CREATIVE DESIGNER ☎ 714-864-0703

◦ DETAILS ◦

714-864-0703

juanmartinezdesign96@gmail.com

◦ LINKS ◦

[Juan C. Martinez Portfolio](#)

◦ SKILLS ◦

Creative Direction

Project management

Concepting

Adobe After Effects

Adobe Photoshop

Adobe Premiere Pro

Adobe Illustrator

◦ LANGUAGES ◦

English

Spanish

👤 PROFILE

Passionate Motion Designer and Creative Designer with over four years of Experience in mobile advertising and additional expertise in Adobe After Effects and Photoshop. Collaborates well with others in a team scenario. Experience working with digital and traditional art. Proficient in concepting ideas and making them come to life through a fun and visual journey that tells stories and engages audiences, shown in design and animation.

📁 EMPLOYMENT HISTORY

Core Video Producer at AdLiven

January 2022 — November 2022

- Creatively directed video and static ads and collaborated with motion and graphic designers to make ideas come to life.
- Worked closely with mobile game advertisers like Activision, 2K, Zynga, EA, Miniclip, and Netflix Games.
- Managed large amounts of projects from high-priority clients under tight deadlines.
- Assisted the designer working on the ad with day-to-day tasks and feedback to ensure the ad was of the best quality before being handed down to the client.

Lead Creative Services Specialist at Kaden Mobile Ad Development

June 2020 — January 2022

- Made sure each creative meets aesthetic requirements before going live.
- Led the development of native ads, video ads, GIF banners, and playable advertisements for each advertiser.
- Was in charge of the layout of the personalized End Cards and Playable ads for each advertiser.

Interactive Designer at AppOnboard Inc.

June 2018 — October 2019

- Created Playable Ads from start to finish for the Google Play Store and iOS App Store using AppOnboard Studio creation software.
- Collaborated with engineers and designers to translate visions into visuals.
- Managed and handled multiple projects from different clients with tight deadlines.

🎓 EDUCATION

Digital Media, Otis College of Art and Design

May 2014 — May 2018

📣 REFERENCES

David Carter CoFounder/CEO, AdLiven

david@adliven.com

Michael Sabetta Director of Marketing, AdLiven

michael@adliven.com

Nathan Peyton Lead Designer, AdLiven

natepeyton@gmail.com