

Juan Carlos Martinez

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Santa Ana, CA

CREATIVE DESIGNER WITH A PASSION FOR TRANSFORMATION

A multi-talented professional with over four years of experience as a Creative Designer and Motion Designer, specializing in mobile advertising and visual storytelling. Proficient in Adobe After Effects, Photoshop, and a range of digital art techniques, I thrive on crafting captivating designs and animations that engage audiences and tell compelling stories. From concept development to execution, I excel at bringing ideas to life through a blend of creativity, technical skill, and collaborative teamwork.

As a Personal Trainer, I channel my creative energy into designing effective and sustainable fitness programs tailored to individual goals. With a focus on building confidence and achieving lasting results, I help clients transform both their bodies and mindsets. Whether shaping visuals or sculpting physiques, I'm driven by a deep commitment to empowering others and creating meaningful, impactful change.

PROFESSIONAL EXPERIENCE

Craftsman Plus

March 2022 - Present

Product Specialist

- Designed and optimized dynamic creative assets for leading mobile apps and games.
- Collaborated with cross-functional teams to produce innovative ad solutions.
- Maintained a high standard of creative direction, meeting the diverse needs of high-profile clients.

Elev8 Performance

January 2022 - Present

Personal Trainer

- Provided personalized training programs focused on strength and performance.
- Guided clients in achieving fitness goals through sustainable and effective methods.
- Maintained a strong emphasis on client education and long-term results.

AdLiven

January 2022 - November 2022

Core Video Producer

- Creatively directed video and static ads and collaborated with motion and graphic designers to bring ideas 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 to the client.

Interactive Designer

June 2018 - October 2019

AppOnboard Inc.

- 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.
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EDUCATION & CERTIFICATIONS

Digital Media, Otis College of Art and Design
August 2014 - May 2018

ISSA

Personal Fitness Certification

REFERENCES

David Carter

CoFounder/CEO, AdLiven
david@adliven.com

Michael Sabetta

Director of Creative, Layer.AI
<https://www.linkedin.com/in/michaelsabetta/>