

BRANDY MARTIN

Senior Designer / Art Director | Portland, OR | brandy@brandycandoit.com | 818-399-8258
brandycandoit.com | linkedin.com/in/brandy-martin-designer

PROFILE

Senior Designer and Art Director with a multidisciplinary background developing concept-driven brand and campaign work across digital, print, social, web, email, packaging, and motion. Skilled at translating ideas into cohesive visual systems and extending them across channels from concept through execution. Collaborative and self-directed, with experience across agency, in-house, and freelance teams and strong proficiency in Figma and Adobe Creative Suite.

EXPERIENCE

Independent Senior Designer & Art Director - BrandyCanDolt

2010-Present

- Lead freelance, contract, and project-based engagements, managing timelines, budgets, brand guidelines, stakeholders, and production requirements.
- Develop and evolve visual systems and campaign creative across brand, digital, print, web, social, presentations, editorial, and marketing communications.

Selected Clients: Monique Lecomte / The Expert Generalist (2022-Present) • Panterra (Oct 2025-Jul 2026) • Zenfolio (May 2025-Jul 2026) • Barker Lounge (Sep 2023-Dec 2025) • Consumer Cellular (Jan 2024-Nov 2024)

Senior Visual Designer - Included Health

Apr 2021-Jul 2022

- Played a key role in brand redesign and visual-system rollout across marketing communications, translating the evolving identity across campaigns and touchpoints.
- Collaborated with Editorial, Product Marketing, Social, and Creative teams and art directed partners on broader brand video work.

Senior Designer - Rejuvenation

Jun 2018-Apr 2021

- Partnered with the Brand Team to concept and execute integrated digital campaigns across email, social, retargeting, and web.
- Designed and coded responsive emails, used performance analytics to inform future creative, and collaborated with the Web Team to translate catalog experiences into digital.

Senior Designer / Art Director - Interactive Life Forms, LLC

Dec 2016-Mar 2018

- Created web, email, social, animated banner, product-promotion, and photo-retouching assets for a global consumer products company.
- Worked across creative and marketing teams during a period of substantial company growth.

Lead Designer - CLEAResult

Feb 2015-Dec 2016

- Designed brochures, flyers, posters, signage, environmental graphics, banner ads, emails, and other marketing materials across client brands.
- Applied typography, color, illustration, photography, and print/layout expertise within varied brand systems and production requirements.

Lead Designer - Tito's Handmade Vodka

Jan 2011-Feb 2014

- Art directed photo and video shoots and collaborated with agency partners on a website rebrand.
- Created and oversaw event, advertising, and marketing collateral across print and digital, maintaining a cohesive brand expression across channels.

EDUCATION

Austin Community College - Web and Interactive Design | **Santa Monica College** - Visual Arts

TOOLS & CAPABILITIES

Tools: Figma, Adobe Creative Cloud

Capabilities: Concept development, brand design, visual systems, campaign design, art direction, digital + print design, packaging, typography, layout, illustration, photography, production

Workflow: Asana, Basecamp, JIRA, Microsoft Office