

# JOEL MARTIN

## GRAPHIC & WEB DESIGNER

### Professional Summary

Talented Graphic Designer with hands-on experience in fast-paced agency environments. Proven history of creating successful, high-quality designs across various media platforms, consistently delivering top-tier work that meets & exceeds client expectations. Eager to continuously refine & expand my skill set to drive growth & innovation.

### Skills

- Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, Dreamweaver)
- Figma
- HTML/CSS
- Logo Design
- Branding & Visual Style Guide Development
- Typography
- Time Management & Multitasking
- Teamwork & Collaboration
- Excellent Communication

### Education

#### Ashland University

B.S. Graphic Design

### Portfolio

[JOEL-DAVID-MARTIN.COM](http://JOEL-DAVID-MARTIN.COM)

### Professional Experience

#### Involve LLC

##### Contract Graphic Designer | January 2025 - June 2025

- Designed web banner ads for a client's website launch, creating visually engaging assets tailored to their audience.
- Created compelling social media graphics that resonated with the intended audience while maintaining consistency with both the previous designer's aesthetic & the client's brand guidelines.
- Developed social media graphics that resonated with target audiences while maintaining visual continuity with existing design systems and brand standards.

#### M2 Marketing

##### Freelance Graphic Designer | October 2024 - January 2025

- Designed a professional logo that strengthened the client's brand identity and competitive market presence.
- Refined creative assets to ensure consistent application of newly established brand guidelines across all deliverables.
- Designed engaging social media graphics that increased audience interaction and online visibility while promoting seasonal campaigns.

#### Bravura

##### Graphic Designer | April 2023 - September 2024

- Led the design and production of digital slide decks and promotional campaigns for multiple automotive dealerships monthly, contributing to increased client engagement and campaign effectiveness.
- Updated and optimized HTML content using Dreamweaver to ensure timely, accurate promotion of new and pre-owned vehicle inventory across client websites.
- Optimized email marketing creative to improve open and click-through rates, enhancing overall campaign performance.

#### WPG

##### Graphic Design Intern | October 2022 - March 2023

- Contributed to a company-wide rebrand by adapting slide decks and social media assets to align with newly established brand guidelines.
- Developed reusable digital and print event signage templates in InDesign, streamlining production workflows and maintaining brand consistency.
- Designed targeted advertising materials that increased foot traffic and brand visibility across multiple WPG properties.

### Contact Information

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