



### Design Skills

Print Design  
Identity & Branding  
Digital Imaging  
Illustration  
Mass-Email  
Web Design  
Interactive Media  
Photography

### Software & Services Proficiency

Photoshop  
Illustrator  
InDesign  
Dreamweaver  
Adobe Acrobat  
MS Office  
Salesforce Email Studio  
iContact

### Platform Knowledge

Windows  
Mac OS

As a creative designer, I work closely with staff and team members, providing guidance in the design and development of web, print, and digital resources. My expertise encompasses a wide range of visual materials. I ensure that all products adhere to corporate branding and conform to web and industry standards. With extensive knowledge of desktop publishing software and tools for both Windows and Macintosh environments, I create visually appealing and professional materials.

### Professional Experience

**Luis Martinez Design**  
**Graphic Design Freelance/Consulting**  
*Senior Graphic Designer*  
(06/01/2025–Present)

**American Institutes for Research (AIR)**  
**Publications and Creative Services - AIR Studio**  
*Media Design Specialist*

I collaborate with clients to design and develop visual communications materials to meet their needs. I work closely with and provide guidance to management, other divisions, web developers, editors, and print vendors in creating web, print, digital, and multimedia resources. My expertise covers a wide range of visual materials, such as infographics, website designs, mass emails, illustrations, charts, reports, conference programs, meeting agendas, graphics, brochures, flyers, posters, logos, and templates for PowerPoint and Word. I ensure that all products align with AIR's corporate image and adhere to web and industry standards. With extensive knowledge of desktop publishing software for both Windows and Macintosh environments, including Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe Acrobat Pro, Microsoft PowerPoint, and Microsoft Word, I create visually appealing and professional materials.

**Southwest Educational Development Laboratory (SEDL)**  
**Education Systems Support**  
*Media Design Associate*

I designed and created a wide range of visual communications materials in both print and digital formats using Adobe Creative Suite and Microsoft Office software. I collaborated with several educational centers, including the Texas Comprehensive Center, the Southeast Comprehensive Center, the Regional Education Laboratory (REL) Southwest, the Center for High-Performing Schools, and Illinois Quality Afterschool. Additionally, I supported and guided the Evaluation, Development, and Corporate departments at SEDL in their visual communications needs. My responsibilities included designing and developing logos and branding, creating infographics to explain concepts, visually designing websites, creating illustrations and charts, laying out reports, conference programs, meeting agendas, brochures, and flyers, designing custom graphics and posters, and creating Microsoft PowerPoint and Word templates. I ensured a cohesive look for each group's work.

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## Favorite design quotes

### my thoughts

"The question is not whether one can afford design or not. The alternative to good design is bad design, not no design at all."

**design exists in everything**

"...most people prefer bad design over good design because that is what they are used too."

**educate people about good design and lead by example**

"In anything at all... perfection is finally attained, not when there is nothing left to add, but when there is nothing else to take away."

**simplicity is beautiful**

## Southwest Educational Development Laboratory (SEDL)

### Web Administrator

I collaborated with clients such as the Texas Comprehensive Center, Southeast Comprehensive Center, REL Southwest, Center for High-Performing Schools, Illinois Quality Afterschool, and the Evaluation and Development Departments. I designed web, print, and multimedia visual communications materials for these groups. My responsibilities typically included designing and developing logos and branding for specific projects, creating infographics to explain concepts, providing visual design and direction for websites, creating illustrations and charts, and laying out reports, conference programs, meeting agendas, brochures, and flyers. I also designed custom graphics and posters, and created templates for PowerPoint and Word. I assisted in the development of proposals by producing visual materials necessary for the development and writing of the proposals. Examples include the creation of charts, tables, graphics, and infographics to aid in visually explaining complex concepts discussed in proposals. I ensured a cohesive look for each group's work. I worked with Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe Acrobat Pro, Microsoft Word, and Microsoft PowerPoint.

## Southwest Educational Development Laboratory (SEDL)

### Southwest Consortium for the Improvement of Mathematics and Science Teaching

#### Media Design Specialist

I designed all visual communications materials for the group, including websites and printed materials. I created various printed products to support and promote the group's work. I designed the Classroom Compass newsletter, connecting issues in mathematics and science education to instructional ideas and resources. I also designed State Landscape booklets, providing sources, contacts, and programs available in each of the five states served by the program. Additionally, I created Quick Takes issue briefs to discuss hot topics with parents, community leaders, and the media regarding the reform of science and mathematics education. My work involved using Adobe Photoshop, Adobe Illustrator, QuarkXPress, Adobe InDesign, and Macromedia Dreamweaver.

## Southwest Educational Development Laboratory (SEDL)

### Southwest Consortium for the Improvement of Mathematics and Science Teaching

#### Web Production Artist

I designed all of the group's visual communications materials, including the main group website and all conference and workshop websites. I created a website for the Southwest Teachers' Education and Marine Expedition for Research project, which was selected as an Eisenhower National Clearinghouse "Digital Dozen Site" featured site. I utilized Adobe Photoshop, Adobe Illustrator, and Macromedia Dreamweaver for these projects.

## (CCI)/Triad, Cooperative Computing, Inc.

### Internet Business Unit

#### Lead Graphics Designer

I served as the lead graphics designer for the Internet Business Unit in the company's Automotive Unit. My primary work focused on designing the user interface of web applications for our clients. I utilized Adobe Photoshop and Adobe Illustrator to sketch, conceptualize, and prototype workflows and user-case scenarios.

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### Professional Affiliations

American Institutes of Graphic Arts

National Association of  
Photoshop Professionals

### Texas Instruments

#### ***Internet Business Unit***

##### *Product Designer*

I served as the graphics designer for the Internet Business Unit of Texas Instruments Software. I focused on designing and developing the graphical user interface for a Java development software program. I utilized Adobe Photoshop and Adobe Illustrator to create numerous concepts for testing and eventually designed the splash screen, icons, menus, and the software workspace for the program.

### Employment History

Media Design Specialist, AIR  
Media Design Associate, SEDL  
Web Administrator, SEDL  
Media Design Specialist, SEDL  
Web Production Artist, SEDL  
Lead Graphics Designer, CCI/TRIAD  
Product Designer, Texas Instruments

### Education

#### **University of Texas at Austin**

##### ***School of Fine Arts***

*Bachelor of Fine Arts in Design*

\* References available upon request