



Miguel A. Martinez
Branding from the inside out.

713.201.5377 | miguel@iamstrongerthanever.com
Living & Thinking in Brooklyn, NY

Fueled by curiosity, I adopt a creative, hands-on approach to problem solving, and understand the importance of creating brand experiences that, through various mediums, evoke emotion and speak directly to the heart of the audience.

SQUARE ROOTS | BRAND MANAGER

Brooklyn, New York / 2017 - Present

Oversee the Square Roots (SR) brand, developing key components of the brand guidelines, including but not limited to the brand story, mission, positioning, aesthetic and visual identity. Led the re-design of SR's desktop and mobile websites, from UX to UI. Responsible for packaging design, photography, motion graphics, and overseeing production processes.

STRONGER THAN EVER | FOUNDER & DESIGN DIRECTOR

Queens, NY / 2006 - Present

Work collaboratively with a range of clients on various deliverables from brand strategy, concept development, brand identity, iconography, printed collateral, website design and illustrations. Clients include, but are not limited to: 1 Atelier, Mach 1 Group, Red Zone Games, Nalá Travel, The Stiles Agency, Livestrong Foundation, Sustainable Food Center, Unisource and Thompson and Reilly.

CLINTON GLOBAL INITIATIVE | GRAPHIC DESIGN SENIOR MANAGER

New York, New York / 2016

Oversaw the visual brand of the Clinton Global Initiative (CGI), leading a team of designers in the design and execution of all print, environmental, and digital graphics for CGI events, as well as all external-facing collateral and online properties. Served as Art Director, Designer and Manager, conceptualizing, assigning and executing a variety of projects, while also reviewing work by the other designers to ensure brand adherence and cohesion.

THE ART INSTITUTE OF AUSTIN | FACULTY, GRAPHIC & WEB PROGRAM

Austin, Texas / 2014 - 2016

Taught a series of undergraduate graphic design courses, including Packaging Design, Typography, Brand Identity, Information Design, Socially Conscious Design and Portfolio. Mentored students and contributed to the development of the skills and mindset necessary to become a strong designer, challenging their talent and imagination to push them to create work that's beyond expectations.

SHELF STUDIO | ASSOCIATE CREATIVE DIRECTOR

Austin, Texas / 2012 - 2016

Collaborated with the studio's interdisciplinary team on research, brand strategy, naming, copy writing, brand identity, packaging design, website design, illustration and marketing collateral for numerous clients. Created strong relationships with clients, working in a close partnerships process from discovery to execution in order to deliver brand messaging that translates across all touchpoints.

MPOWER LABS, INC. | ART DIRECTOR

Austin, Texas / 2008 - 2009

Responsible for designing graphics for marketing materials and company products.

TANGELO IDEAS | CONTRACT DESIGNER

Houston, Texas / 2007 - 2008

Responsible for developing brand identity and marketing collateral.

LIMB DESIGN | GRAPHIC DESIGNER

Houston, Texas / 2006

Responsible for the design of brand identity, marketing collateral, annual reports and illustrations.

BUSINESS PARTNER | GRAPHIC DESIGNER

Sugar Land, Texas / 2002 - 2004

Responsible for meeting with clients to determine branding and marketing needs such as brand identity, marketing collateral, illustrations, and environmental signage.

SPACE CITY SPORTS | GRAPHIC DESIGNER

Houston, Texas / 2001 - 2002

Developed, revamped, and reformatted ads for a local sports publication, as well as assisted in the layout and production of the paper.

AWARDS & PUBLICATIONS

Creative Summit 21: Coveted Memorial Ralph Award given by AIGA

Graphis: 2007 Graphis New Talent Design Annual

Good50x70 2010: 3 winning posters

The 25 Winners of Print Celebrates Design: 2015

Graphis New Talent Annual 2016: Silver Winning Instructor

EDUCATION

Texas State University, San Marcos, Texas

MFA in Communication Design / 2008 - 2012

The Art Institute of Houston, Houston, Texas

BFA in Graphic Design / 2004 - 2006 | AA in Graphic Design / 1998 - 2000

SKILLS & SPECIALTIES

Adobe Photoshop, Illustrator, InDesign & Sketch. Design Thinking, Creative & Art Direction, Brand Strategy, Copy Writing, Brand Identity, Concept Development, Experiential Design, Packaging Design, Print, Environmental Graphics, UX & UI, Human-Centered Design, Website Design, Typography, Advertising, Motion Graphics and Illustration.