

OBJECTIVE

TO RULE THE WORLD! BUT FOR NOW, OBTAIN A STELLAR CREATIVE POSITION AT AN EXTREMELY TALENTED AD AGENCY OR PRIVATELY HELD COMPANY.

SUMMARY

GIFTED ARTIST AND CREATIVE WITH OVER THIRTEEN YEARS EXPERIENCE IN ART, CREATIVE, AND DESIGN. WEB, PRINT AND VIDEO MEDIUMS. PROFICIENCY IN: PHOTOSHOP, ILLUSTRATOR, INDESIGN, DREAMWEAVER, PREMIERE, FLASH, MICROSOFT OFFICE, HTML, CSS, AND CMS EXPERIENCE FOR MAC AND PC PLATFORMS. PROFOUND ABILITY TO WORK IN A MULTI-PROJECT TEAM ENVIRONMENT. EXPERT COMMUNICATOR WITH ALL LEVELS OF MANAGEMENT. EXTENSIVE AGENCY EXPERIENCE. FUN AND HEALTHY ATTITUDE. PROVEN ABILITY IN BRAND MANAGEMENT.

EXPERIENCE

UI DESIGNER, ZYNGA, AUSTIN, TX 07/18/11 – CURRENT
DESIGN USER INTERFACE FOR ZYNGA FACEBOOK VIDEO GAMES AND SUPPORTING ARTWORK SUCH AS ICONS, AND NPC CHARACTER ART ASSETS. WORKING COLLABORATIVELY WITH SEVERAL GAME TEAMS. RESPONSIBLE FOR HIGH QUALITY WORK WITH TIGHT DEADLINES. RESEARCH OTHER SOCIAL GAMING COMPETITION.

WEB ARTIST II, SONY ONLINE ENTERTAINMENT, AUSTIN, TX 04/08/10 – 07/15/11
DESIGNED WEBSITES, ADVERTISEMENTS, AND SUPPORTING ONLINE MEDIA FOR MMO VIDEO GAME TITLES: DC UNIVERSE ONLINE, STAR WARS GALAXIES, EVERQUEST, EVERQUEST II, EVERQUEST II EXTENDED, FREEREALMS AND MAGIC THE GATHERING. DESIGNED JAPAN RELIEF ARTWORK FEATURED ON MASHABLE.COM

EXECUTIVE CREATIVE DIRECTOR, FIRETIDE CREATIVE, HUTTO, TX 03/15/08 – 04/08/10
MARKETING, ADVERTISING, CREATIVE IDENTITY, CORPORATE BRANDING, AND PRINT/WEB/TELEVISION PRODUCT LAUNCH TO DATE FOR NATIONAL BRAND, FAULTLESS® BY NATURE

EXECUTIVE CREATIVE DIRECTOR, GOOD GOLIATH, ROUND ROCK, TX 10/20/06 – 03/15/08
GOOD GOLIATH CREATIVE FIRM – MARKETING AND ADVERTISING DESIGNED LOGOS, CORPORATE BRANDING, AND PRINT/WEB/TELEVISION PRODUCTION FOR OUR CLIENTS DESIGNING MARKETING AND ADVERTISING CAMPAIGNS FOR OUR RESPECTIVE CLIENTS DEVELOPED NATIONAL PRINT ADVERTISING CAMPAIGN FOR INFLATABLE WONDERLAND IN COOPERATION WITH KELLOGG'S® RICE KRISPIES® BRAND

ART DIRECTOR, CELEBRATION, GEORGETOWN, TX 03/15/04 – 03/11/07
PERFORMED CREATIVE AND ACCOUNT EXECUTIVE ROLES WITH MINISTRIES AND KEPT PRODUCTION SCHEDULES ESTIMATED JOBS AND DEADLINES WORKING CLOSELY WITH VENDORS WHILE DEVELOPING PROJECTS FROM START TO FINISH. REDESIGNED CORPORATE IDENTITIES FOR CELEBRATION CHURCH AND IT'S SUPPORTING MINISTRIES DESIGNED A GRAPHIC/VIDEO LIBRARY TO BE USED THROUGHOUT TELEVISION, PRINT, AND WEB DELIVERABLES

ART DIRECTOR, SHORELINE, AUSTIN, TX 06/15/01 – 03/15/04
MANAGED PRINT PUBLICATION OF 411 "THE SOURCE" MONTHLY, FOUR-COLOR, GLOSSY, CHURCH MAGAZINE PRODUCED AND PRODUCED BI-QUARTERLY DIRECT MAIL CAMPAIGNS AIMED AT NEW ATTENDEES PRODUCED ADVERTISEMENTS AND OTHER PROMOTIONAL COLLATERAL WHILE OVERSEEING PRODUCTION PRESS CHECKS CONSULTED EXECUTIVES AND MINISTRY CLIENTELE REGARDING MARKETING GOALS AND METHODS OF DESIGN EXECUTION

ART DIRECTOR, EPICREALM, RICHARDSON, TX 09/15/99 – 04/30/01
DESIGNED CORPORATE IDENTITY AND MARKETING PIECES IN COLLABORATION WITH ADVERTISING AGENCIES DESIGNED TRADE BOOTH FOR SPRING INTERNET WORLD CONFERENCE "THE GAME" MANAGED AND PRODUCED BI-QUARTERLY DIRECT MAIL CAMPAIGNS AIMED AT NEW ATTENDEES PRODUCED ADVERTISEMENTS AND OTHER PROMOTIONAL COLLATERAL WHILE OVERSEEING PRODUCTION PRESS CHECKS CONSULTED EXECUTIVES AND MINISTRY CLIENTELE REGARDING MARKETING GOALS AND METHODS OF DESIGN EXECUTION

MARTIN DEL MERIDA

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EDUCATION

VISUAL COMMUNICATIONS DEGREE
THE ART INSTITUTE OF DALLAS, TX (1998)

COMMUNITY

SERVE AS THE CREATIVE DIRECTOR AND BOARD MEMBER FOR MAGGIE'S HOPE. LED BY LORIANA HERNANDEZ OF FOX 7.

PORTFOLIO

WWW.MARTINMERIDADESIGN.COM

