

# /MARTAXRODRÍGUEZ

GRAPHIC DESIGN / UI&UX / ILLUSTRATION

martarodriguez.web@gmail.com / (+34) 627 80 62 02

03/2019 Current	<b>ART DIRECTOR</b> / Vodafone Giants / Málaga, Spain <ul style="list-style-type: none"><li>- Brand adaptation and management, corporate identity, textile, events.</li><li>- Product design and development</li><li>- Photography direction</li></ul>
08/2018 03/2019	<b>VISUAL DESIGNER</b> / Freelance <ul style="list-style-type: none"><li>- Product design, prototyping, website design, branding.</li></ul>
09/2017 08/2018	<b>CREATIVE DIRECTOR</b> / Wiemspro / Málaga, Spain <ul style="list-style-type: none"><li>- Ui / Ux designer (App prototyping, user research, workflows, app design)</li><li>- Design and development of responsive websites and landing pages.</li><li>- Campaign management, corporate identity, company books, stationary, ads, packagings and social media imagery.</li></ul>
10/2016 09/2017	<b>PRODUCT DESIGNER</b> / Golden Race / Málaga, Spain <ul style="list-style-type: none"><li>- Ui / Ux designer (Mobile app prototyping, game viewers &amp; games workflow)</li><li>- Design and creation of corporate identity, company book, stationary, ads, stands for shows and social media imagery.</li></ul>
04/2013 11/2016	<b>VECTOR ARTIST</b> / Freepik / Málaga, Spain <ul style="list-style-type: none"><li>- Vector artwork creation, including assets, icons, and UI kits.</li></ul>
09/2011 10/2016	<b>CREATIVE DIRECTOR</b> / Grupo Marketinnova / Málaga, Spain <ul style="list-style-type: none"><li>- Campaign management, corporate identity, company books, stationary, ads, packagings and social media imagery for a variety of brands and clients.</li><li>- Design and development of responsive websites and landing pages.</li></ul>
06/2014 11/2014	<b>VECTOR ARTIST</b> / Vecteezy / Nashville, EEUU <ul style="list-style-type: none"><li>- Icons and UI kits creation.</li></ul>
01/2016 10/2016	<b>GRAPHIC AND WEB DESIGNER</b> / Sano Center / Spain <ul style="list-style-type: none"><li>- Campaign management, creation and maintenance of brand imagery for the franchise. Design and development of responsive websites and landing pages.</li></ul>
01/2012 10/2012	<b>GRAPHIC &amp; WEB DESIGNER - TEAM LEADER</b> / Cork Community / Cork, Ireland <ul style="list-style-type: none"><li>- Design and creation of campaigns, corporate identity, stationary, posters, and imagery for ads and digital exposure.</li><li>- Design and development of responsive websites and landing pages.</li></ul>

**UI / UX research, design & prototyping**  
/ University of Minnesota (current)

**Masters Degree in Web Design**  
/ FORMAN

**Expert in Theory of Graphic Design**  
/ A4 Formación

**Degree in Journalism**  
/ Universidad de Málaga

**Adobe Suite**



**Axure RP**



**CMS management**



**HTML / CSS**



**Video editing**



**Illustration**

