



# JACOB B. MARTINEZ

DIGITAL MULTIMEDIA DESIGNER

Address : 3702 West Union Avenue Denver, CO 80236

## PROFESSIONAL PROFILE

I'm a digital designer with expertise in graphic design, UX/UI, and motion graphics. I have a BFA in Digital Design from CU Denver. I can demonstrate the abilities to multitask, work individually or cooperatively, and have experience in manufacturing/machining.

## CONTACT

PHONE  
(720) 338 - 5415



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[jacobmsr71@gmail.com](mailto:jacobmsr71@gmail.com)



WEBSITE  
[www.bearclawarts.com](http://www.bearclawarts.com)



LINKEDIN  
[Jacob B. Martinez](#)



## EDUCATION

BACHELOR OF FINE ARTS  
DIGITAL DESIGN

University of Colorado Denver | 2023

## PROFESSIONAL EXPERIENCE

### DIGITAL CONTENT ASSOCIATE (CONTRACT)

Aug 2023 - Present

### DISH NETWORK

Englewood, CO, USA

### MARKETING & COMMUNICATIONS INTERN

Oct 2022 - May 2023

### CITY & COUNTY OF DENVER (DEDO)

Denver, CO, USA

### PRODUCTION ARTIST (CONTRACT)

Jun 2022 - Aug 2022

### ENGRAIN

Greenwood Village, CO, USA

- **Copy Editing:** Review and edit various types of content, including articles, how-to's, guides, and policy documents.
- **Photoshop Editing:** Utilize Adobe Photoshop and Illustrator to edit and enhance visual content, including images, graphics, and illustrations.
- **Content Management:** Assist in managing and organizing content files, maintaining a structured system to ensure easy accessibility and efficient workflow.
- **Collaboration:** Collaborate with cross-functional teams, including subject matter experts from various inner departmental groups.

- Assist with **developing, executing, and measuring social media campaigns**, including creating content, posting, reporting on performance, and developing engagement strategy.

- Collect and catalog success stories, photographs, video, etc. from internal teams and partners.

- Assist in **editing/writing** stories for social media web site, and marketing materials.

- Assist with **content development** for website, social media, and marketing materials.

- Reproduce **rasterized artwork into a vector format** using Adobe Illustrator.

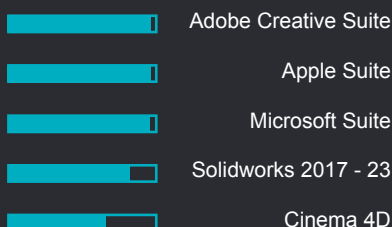
- Leverage expertise in computer applications to produce clean and technically accurate files.

- **Modify file formats via scaling, cropping, retouching, repositioning** or eliminating defective imaging to generate quality and consistency of content production for a large volume of software projects.

- Represent information in **Illustrator** using various tools and drawing styles.

- Effectively communicate and understand production specifications to/from Project Managers and Development Team.

## TECHNICAL SKILLS



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3702 W Union Ave., Denver, CO,  
80236



## PROFESSIONAL EXPERIENCE (CONTINUED)

### DIGITAL COMMUNICATIONS INTERN

Jan 2022 - May 2022

#### STRATEGIES 360

Denver, CO, USA

- Design and render concepts with quick turnaround.
- Must be proficient in Microsoft Office, Adobe Creative Suite, Google Drive, Canva, Airtable, and Feedly.
- Create content that is in the supportive or best representation of the client's branding.
- The internship is heavily focused on **digital communications**.
- Responsibilities include social media development and monitoring, media clip monitoring, and policy research.
- Duties include case study analysis and writing, public relations, and outreach list management, along with other assignments as they arise.
- Work with a range of business, non-profit, and campaign related clients.

### 3D ANIMATOR & PROJECT MANAGEMENT INTERN

May 2021 - Dec 2021

#### HUNTER DOUGLAS

Broomfield, CO, USA

- Convert **CAD files** (mainly SolidWorks) into object-based files.
- Animate with **Cinema 4D** and edited/key-framed videos using the Adobe Creative Suite.
- The 3D graphics must display functions and specifications of the product design.
- Speak the language of analytics (engineering) and translate it to a simplified visual presentation (digital design).

### STUDENT DESIGNER & ASSISTANT

Sept 2017 - May 2022

#### UNIVERSITY OF COLORADO DENVER

Denver, CO, USA

- Design and render concepts with quick turnaround.
- Must be proficient in both Microsoft and Adobe creative suite.
- Create content that is in the supportive or best representation of the University.
- Work individually or as a team and have high customer service skills including in communication.
- Provide assistance and maintenance for the Xerox Copier Machines.
- Fulfill the temporarily roles of the coordinator(s) if they are in a leave of absence.
- Orders are completed through an application called WorkOrder.

### JUNIOR DESIGNER INTERN

Jan 2020 - May 2020

#### UNIVERSITY OF COLORADO DENVER

Denver, CO, USA

- Work collaboratively in an environment that mirrors a realistic visual communications studio/agency.
- Skills are developed using industry standard customer service techniques, innovative creative development processes and business strategy models.
- Translate a project's creative vision into a successful design solution, direct a team of production designer to create assets for final marketing solution.
- Highly proficient in envisioning and creating creative visual solutions, take creative direction from creative director and implement outcomes and deliverables.
- Must be able to work in a fast-paced environment, ability to handle multiple projects and deadlines simultaneously.

# JACOB B. MARTINEZ

DIGITAL DESIGNER

## SOCIAL MEDIA

INSTAGRAM  
www.instagram.com/  
bearclawart



## LANGUAGE SKILLS

■ ■ ■ ■ ■ Native | ENGLISH

## ACHIEVEMENTS

DEAN'S LIST SPRING 2018-22  
University of Colorado Denver | 2018-22

DEAN'S LIST FALL 2019-22  
University of Colorado Denver | 2019-22

LONE TREE ARTS FINALIST  
Heritage High School | 2016

## EXPERTISE / SKILLS

- Creativity
- Analytics
- Object-Oriented Methodologies
- Graphic Design
- Motion Graphics
- Leadership

## ORGANIZATIONS



### LYNX MOTORSPORTS

#### FSAE

Sept 2019 - Aug 2021

### CU CROSS-COUNTRY

#### CAPTAIN

Aug 2019 - Dec 2019

### CLUB SPORTS COUNCIL

Aug 2019 - May 2020

### CU CROSS-COUNTRY

Aug 2018 - Dec 2019

## REFERENCES

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**TOULA WELLBROOK MA**  
Director of Marketing and Communication

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**UNIVERSITY OF COLORADO DENVER**  
303-315-0174,  
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**MICHELLE CARPENTER**  
Visual Arts Department Chair

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**PAUL ASCHENBRENER**  
Training Manager, Learning & Development

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**SEAN McLAUGHLIN**  
Video & Media Program Manager

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**M.E. SMITH**  
Senior Vice President

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**STRATEGIES 360**  
mes@strategies360.com

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**SHELBY MORSE**  
Marketing and Communications Director

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**MARTIN GONZALEZ**  
Global Business Development Manager

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**SUSAN LIEHE**  
Marketing & Legislative Affairs

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