



hi!

I'M MARTA

GRAPHIC DESIGNER & PROJECT MANAGER

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Passionate about graphic design with strong organizational and project management skills, maintaining a continuous attitude of learning and improvement. With six years of international experience in the retail sector, I excel in the development of creative designs for commercial spaces, from the initial conception to the final installation.

Professional experience.

Present
01.22

TREK BICYCLES • European Retail Store Graphic Designer

- Graphic design and conceptualisation of new stores at European level.
- Generation of 3D design proposals (Illustrator, Photoshop and SketchUp).
- Creation of final artworks and selection of production materials.
- Contact with suppliers and on-site supervision of the installation.

* **Employee of the month** in recognition of her work with the brand's flagship shop in Europe: Trek Girona.

12.21
06.20

OPPO • Retail Graphic Designer

- Creation and adaptation of brand visuals, point-of-sale materials and marketing campaigns for approximately 200 shop-in-shops in Spain and Portugal.
- Conceptualization of Pop Up spaces in collaboration with National Geographic.
- Design of style guides, visuals and layouts with their adaptation to print and digital.

* **Employee of the Month** in recognition of work and results in the launch of the device OPPO Find X3

06.20
01.19

HUAWEI Technologies • Graphic Designer

- Design and conceptualization of graphic layouts according to the style of each new device.
- Adaptation of visuals to different online and offline formats.
- Design of large format advertising asstes.

11.18
08.17

Exclama Comunicación • Account Executive

- Management of the relationship between clients and the agency.
- Drafting of briefs based on market research.
- Active support to the creative department, facilitating understanding of client needs and ensuring alignment with expectations.
- Budget development, maintaining proactive contact with suppliers and ensuring efficient and goal-oriented project planning.

Education.

**Graphic Design
online and offline**
Online courses.

**Window dressing and
Visual Merchandising**
Grupo INN Formación.

**Master in
Advertisign Management**
Universidad Complutense de Madrid.

**Degree in
Audiovisual Communication**
Universidad de Burgos.

Skills.

Adobe Package



Illustrator Photoshop InDesign Premiere

Sketchup 3D

Microsoft Office

Social Networks

Contact.

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Madrid

Languages.

Spanish Native

English C1
2 years stay
in London, UK

Values.

Team player
Willingness to learn
Honesty
Adaptability