

Karla Martin

My mission: connecting people with things that are important to them.

EXPERIENCE

Product Graphic Designer

B&D Group | 2024–Present

Product and graphic design of lifestyle accessories – from concept design to prototype and production – for all your favorite retail stores.

Senior Graphic Designer

Overseas Network | 2023–2024

Connecting people of the world with travel and events services through branding and art direction for luxury experiences, online and beyond.

Product Designer

Spot Pet Insurance | 2022–2023

Developed UI/UX solutions including sitemaps, user flows, customer journey maps, wire-frames, mock-ups, and prototypes for pet insurance products.

Senior Email Marketing Designer & Developer

REEF Technology | 2021–2022

Developed email campaigns, landing pages, & direct mail to support company-wide B2B, DTC, & internal communications including product launches, events, etc.

Senior Visual Designer

Boats Group | 2017–2020

Developed emails, environmental / exhibition spaces, apparel, presentations, branding, social media, print, & more for Boat Trader, YachtWorld, & boats.com.

Adjunct Professor

University of Miami | 2015–2017

Course taught: “Graphic Design for Strategic Communication”. Topics: Layout, color, branding, photo manipulation, concept development, & Adobe CC digital publishing tools to create magazines, posters, brochures, billboards, banner ads, etc.

Graphic Designer

Yes You Can! | 2015–2017

Carried out company rebrand, developed webinars, emails, websites, print, specialty artwork, social media, special events, billboards, sales tools, & training materials.

Graphic Designer & Account Executive

The Weinbach Group | 2014–2015

Oversaw creative workflow & all final artwork for print, digital, out of home, specialty marketing, & more for Jackson Health System, Pivot Physical Therapy, & others.

Art Direction Intern

Y&R/Bravo and SapientNitro | 2013–2014

Developed concepts and assets for a wide variety of digital, print, & in-store initiatives for Unilever, Wendy's, Revlon, Dell, vitaminwater, Harley Davidson, the NFL, etc.

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EDUCATION

University of Florida

Bachelor of Science
in Psychology | 2007

Florida International University

Master of Science in Global Strategic
Communications | 2014

Miami Ad School

Certificate in Art Direction | 2014

California Institute of the Arts

UI/UX Design Specialization | 2020

SKILLS

Strategic concept development & rapid iteration of multiple design solutions for complex communications challenges.

Color, typography, & layout.

User-centric design thinking & branded storytelling.

Prototyping, research/ testing, & idea presentation.

Fluency in Adobe CC Photoshop, Illustrator, InDesign, Premiere, Xd, Figma, Sketch, Mailchimp, Wordpress, Social Media, etc.

Remote, multidisciplinary & multicultural collaboration.

LANGUAGES

Full fluency in English & Spanish.
Some French.