

CHRISTINA WU MARTIN

GRAPHIC • PRODUCT • ILLUSTRATION • MOTION



CONTACT

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EDUCATION

BFA, Illustration 2017

Art Center College of Design

SUMMARY

- 10+ years of professional design experience collaborating with cross-functional teams to create virtual and physical products ready for consumer use
- A creative problem solver with a passion for going above and beyond to deliver exceptional results
- Draws on a diverse, multidisciplinary background to deliver thoughtful and innovative design solutions

CLIENTS

Disney • Kendra Scott • Patagonia
Lush • Ghirardelli • Ladurée • Colgate

TECHNICAL SKILLS

- InDesign
- Illustrator
- Photoshop
- After Effects
- Premier Pro
- Figma
- LottieFiles (GIFS)
- PowerPoint
- ChatGPT / Claude
- Adobe Firefly / Topaz Labs
- WordPress (HTML / CSS)
- Mailchimp (Email Marketing)
- Social Media Creative

EXPERIENCE

Graphic Designer

AM-PS - New York City, 2024 to 2026

- Sole marketing designer for end-to-end assets (RFQ/RFP pitch decks, flyers, signage, and data visualizations) supporting leasing strategies across dozens of properties in multiple states
- Daily integration of AI tools to streamline workflows, enhance imagery, and accelerate content production

Graphic Designer & Illustrator

Ceci New York - New York City, 2023 to 2024

- Led visual design across illustration, typography, and brand systems for high-end print and digital event materials
- Developed pitch decks, mood boards, and product concepts (paper, fabric, packaging), from concept through production
- Acted as a key liaison between internal teams and external manufacturers, ensuring quality, timelines, and design integrity
- Contributed to creative direction for custom client projects, balancing brand vision with production feasibility
- Designed and maintained luxury brand websites in WordPress, creating responsive, visually engaging digital experiences through page layout design and basic HTML/CSS customization

Illustrator, Graphic Designer & Motion Designer

Evite - Los Angeles, 2021 to 2023

- Contributed to creative direction for custom client projects, balancing brand vision with production feasibility
- Managed multiple design projects simultaneously, delivering high-quality assets within fast-paced production timelines
- Collaborated with cross-functional teams to develop engaging, on-brand visual content optimized for digital performance

Product Designer, Illustrator, Graphic Designer

Spin Master - New York City, 2020

- Led from concept development to final product graphic design for the launch of Mini Brands board game
- Produced high-quality product renderings and presentation materials for stakeholder and partner reviews, including Disney
- Contributed to cross-functional product development, aligning visual design with brand and manufacturing requirements

Product Designer & Illustrator

Hasbro - Los Angeles, 2018 to 2019

- Designed graphics and product assets for the launch of Disney Princess Royal Clips, contributing to major licensed product line
- Produced detailed turnaround and control art for 3D modeling teams, ensuring accuracy from concept through production
- Consistently active in R&D for product concepts and initiatives