CHRISTINA WU MARTIN

GRAPHIC • BRAND • ILLUSTRATION • PRODUCT



CONTACT

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EDUCATION

BFA, Illustration 2017

Art Center College of Design

SUMMARY

- Multidisciplinary designer with 10+ years of experience developing brand identities, marketing collateral, digital content, & consumer products
- Skilled at leading projects from concept through production, collaborating cross-functionally & building scalable design systems that improve creative consistency & workflow efficiency

CLIENTS

Kendra Scott • Ghirardelli • Lush
Disney • Patagonia • Mini Brands
Colgate • PartySlate • Ladurée
Embark Events • Patek Philippe

TECHNICAL SKILLS

Design & Motion

- InDesign
- Illustrator
- Photoshop
- After Effects
- Premiere Pro
- PowerPoint
- LottieFiles

AI & Image Production

- ChatGPT
- Claude
- Gemini
- Adobe Firefly
- Topaz Labs

Digital & Marketing

- WordPress
- Mailchimp
- Social media Management
- Email campaigns

Additional Production

- Basic HTML/CSS
- Product & headshot retouching
- Promotional filming/editing

EXPERIENCE

Marketing Graphic Designer

Alvarez & Marsal Property Solutions - New York City, 2024 - 2026

- Sole marketing designer for end-to-end assets (RFQ/RFP pitch decks, flyers, signage, brochures, presentations, legal documents, & more) supporting leasing strategies across dozens of properties in 10 states
- Develop & maintain centralized design asset libraries for maps & other visual data, ensuring brand consistency & streamlining production
- Integrate AI-assisted tools into daily design workflows to accelerate content development, refine visual assets, & improve production efficiency while maintaining creative & brand standards

Graphic Designer & Illustrator

Ceci New York - New York City, 2023 - 2024

- Produce original illustrations, typography layouts, & other brand-standardized designs for highly visible print & digital event materials
- Collaboratively develop presentations, mood boards, & products (stationery, packaging, & decor), from concept to production
- Act as a key liaison between internal teams & external manufacturers/ vendors, ensuring consistent quality, timelines, & design integrity
- Led creative direction for custom client projects, balancing brand vision with production/budget feasibility
- Design & maintain client websites in WordPress, creating responsive, visually engaging digital experiences through page layout design & basic HTML/CSS customization

Graphic Designer, Illustrator & Motion Designer

Evite - Los Angeles, 2021 - 2023

- Produce 20+ launched original designs, both static and animated, delivering high quality assets within fast-paced production timelines
- Collaborate 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

- Spearhead concept development to final product graphic design for the launch of *Mini Brands* board game
- Produce high-quality product renderings and presentation materials for stakeholder and partner reviews, including Disney

Product Designer & Illustrator

MIND Research Institute *(non-profit)* **-** Los Angeles, 2019 - 2020

- R&D to translate original IP into illustrations & production-ready assets

Product Designer & Illustrator

Hasbro **-** Los Angeles, 2018 to 2019

- Design graphics and product assets for launch of *Disney Princess Royal Clips* and *Disney Princess Gem Collection*
- Produce detailed turnaround and control art for 3D modeling teams, ensuring accuracy from concept through production