



Summary Skills

Senior Designer with 8+ years of experience creating and producing brand-driven work across digital, print, motion, presentations, and customer-facing experiences. Combines strong visual craft with hands-on production expertise, quality control, and scalable design systems. Proven ability to translate complex ideas into polished creative, troubleshoot production challenges, and partner cross-functionally to deliver accurate, cohesive work at scale.

Education and Certifications

Kennesaw State University - Bachelor of Arts, New Media Arts

Generative AI Productivity Certification - Certificate of Completion | 2026

Employment

Sr Production Designer, Cox Business/Hospitality Networks

June 2024 - Present

- Lead the design and production of multi-channel marketing and customer-facing creative across digital, print, motion, and presentation formats, including sales collateral, product marketing materials, infographics, email creative, event graphics, and enterprise presentations.
- Design branded hospitality digital experiences including Wi-Fi captive portal/splash pages and in-room entertainment (IRE) interfaces, adapting property brands, promotional content, and guest messaging across hotels, venues, and other hospitality environments.
- Manage recurring Video on Demand (VOD) content production for IRE platforms, coordinating key art, trailers, movie synopses, metadata, promotional assets, vendor deliverables, quality control, and final monthly deployment.
- Develop scalable templates, asset libraries, and modular design systems while improving creative workflows through Workfront project tracking and proofing, Figma-based developer handoffs, documented processes, and practical AI-assisted tools.
- Partner cross-functionally with marketing, product, leadership, vendors, and development teams from creative intake through production, stakeholder review, design-to-development handoff, QA, and final delivery.

Graphic Artist, Atlanta Journal Constitution/CoxNext

June 2021 - July 2024

- Designed multi-channel advertising campaigns including HTML5 banners, social animations, landing pages, and email graphics for a diverse portfolio of clients.
- Developed repeatable layout systems for major editorial and sponsored event series, improving cross-format visual consistency.
- Partnered with copywriters, marketing teams, and developers to align creative output with performance and brand goals.
- Maintained production accuracy across high-volume digital and print outputs.
- Led the full rebrand of Best Places to Work and Celebrating Nurses, two of AJC's largest annual sponsorship events, developing cohesive visual systems across digital and print platforms.



Multimedia Designer, Better Homes and Gardens Real Estate MB

June 2020 - June 2021

- Audited brand inconsistencies caused by designer turnover and established foundational visual guidelines to improve long-term continuity.
- Designed and centralized a reusable icon library to standardize visual language across print and digital collateral.
- Developed structured templates for recurring marketing initiatives to increase efficiency and strengthen brand cohesion.
- Created layout systems and infographics to simplify complex real estate information for consumer audiences.

Graphic Designer, Communique-USA

July 2018 - June 2020

Primary Client: Chick-fil-A, Inc.

- Executed restaurant-level marketing assets aligned with the Chick-fil-A Visual Identity System across national campaigns.
- Supported scalable campaign toolkit development for recurring promotional initiatives.
- Improved CMS asset organization and template workflows, increasing discoverability and engagement across field teams.
- Designed internal marketing collateral and branded materials for Communique-USA clients across print and digital formats.

Design Intern, Alston & Bird

April 2018 - July 2018

- Co-conceptualized and designed an interactive website submission for Forbes Best Places to Work, developing a streaming-platform-inspired visual system to showcase company culture, events, and benefits.
- Created branded UI elements including logo, thumbnail systems, color palette, and edited video assets, collaborating with a web intern to execute and deliver the final experience independently.

Core Strengths

Visual Design | Multi-Channel Production | Brand Systems | Typography & Layout | Motion Graphics
| Presentation Design | Digital Experiences | Quality Control | Asset Adaptation | Design-to-
Development Handoff | Workflow Optimization | Cross-Team Collaboration



Hey!

I am excited to apply for the Sr. Brand Identity Designer role at Chick-fil-A. My time supporting Chick-fil-A as a contract designer early in my career gave me a deep appreciation for the intentionality behind the brand's visual identity system. That experience shaped the way I approach design today, with a focus on clarity, consistency, and long-term scalability.

Since then, I have continued to build and steward visual systems in my role as Senior Designer at Cox Business. I lead multi-channel design initiatives across digital platforms, presentations, and environmental applications, ensuring alignment with brand standards while supporting evolving business goals. I have developed scalable template libraries, improved creative workflows, and partnered cross-functionally with marketing, product, and engineering teams to deliver cohesive brand experiences.

What excites me about this opportunity is the chance to contribute at a system level. Chick-fil-A's brand is recognizable not only because of its visuals, but because of the discipline behind how those visuals are applied. I am passionate about protecting that integrity while also evolving it thoughtfully across digital, environmental, and brand extension touchpoints.

I would be honored to bring my experience in visual governance, collaborative design leadership, and scalable system development back to Chick-fil-A in this next chapter of growth.

Thank you for your consideration, hope to hear from you guys soon!

Daniel Martinez
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dmartine3231@gmail.com

Check out my portfolio:

www.wakeupdanny.com, other samples are also happily provided by request!



Summary Skills

- Working along side a marketing team, creating and developing different media for ads, social media posts, flyers, slide shows, and other promotional materials.
- Excellent communications skills with the ability to collaborate and cooperate with others.
- Very comfortable using the Adobe Suite (Illustrator, InDesign, Photoshop) and Microsoft Office Suite (Excel, Word, PowerPoint). Currently growing skills in video editing software (Premiere and After Effects) with the launching of an upcoming youtube/podcast channel with a team.
- Fluent with spoken and written Spanish.

Education

Kennesaw State University

Bachelor of Arts, New Media Arts, a degree focusing on a variety of aspects of graphic design involving typography, photography, UX Design, and print design.

Employment

Graphic Designer, Chick-fil-A Support Center

College Park, GA

July 2018 -
Present

- Contracted by Communique-USA to the CFA Support Center.
- Working along a team in the marketing dept. that manages 'The Studio', a creative template editing platform site that is used by restaurant managers to create and order marketing materials.
- Working on various internal creative projects such as Digital Offer Cards, flyers, presentations, billboards and/or other various creative one-off requests from the restaurant field.

Graphic Design Intern, Alston & Bird Atlanta, GA

May 2018 - July 2018

- Worked with a team designing a website that was used to apply Alston & Bird to the Fortune 500 Best Places to Work for List.
- Copywriting short entry materials, creating and modifying graphics and pictures, Edit and organize video segments with Premiere and After Effects that were used on the website.
- Developing presentations for proposed ideas, timelines and progress reports of the website.

Marketing Designer / Team Member, Chick-Fil-A

Smyrna, GA

April 2014 - Present

- Worked alongside the store's marketing team, creating graphics such as ads and other promotional materials, for both screen and print using programs like Microsoft PowerPoint and Adobe Illustrator/Photoshop/InDesign. Editing and compositing different pictures that are used for the restaurant's social media accounts.

Graphic Designer (Contract), Precision Entertainment

Smyrna, GA

June 2017-October
2017

- Meet with client to determine marketing and design vision, scopes of work, and budgets and deliverable time frames.
- Designed various graphics and document props including logos, icons, wireframes, badges, album covers that were to be used for the production of an independent film.
- Formatted production-ready designs and media for use in print and digital applications like Adobe After Effects and Premiere.