



**Daniel Martinez**  
*Senior Designer*

Selected Recent Work  
2024 - 2026

# DANIEL MARTINEZ

## SENIOR DESIGNER

BRAND • DIGITAL • PRINT • MOTION • PRODUCTION

Senior Designer with 8+ years of experience creating and producing brand-driven work across digital, print, motion, presentations, and customer-facing experiences. I combine strong visual craft with production expertise, quality control, and a systems-minded approach to delivering creative work.

### DESIGN

- Brand & Visual Design
- Digital Experiences
- Print & Collateral
- Presentation Design
- Motion & Compositing

### PRODUCTION

- Multi-Channel Production
- Asset Adaptation
- Quality Control
- File Preparation
- Final Delivery

### SYSTEMS

- Workflow Optimization
- Figma Collaboration
- Cross-Team Handoffs
- Process Improvement
- AI-Assisted Workflows

### TOOLS

Adobe Creative Cloud • AI Assistants • Figma • Workfront • Microsoft 365

Visual design, digital experiences, and thoughtful execution across every stage of the creative process.

Always looking for a better way to work.



# In-Room Entertainment (IRE) Digital Experience

## Cox Communications / Hospitality Networks

Designed, maintained, and quality-checked customer-facing digital entertainment experiences for hospitality environments. Responsibilities included content updates, promotional placements, branding consistency, visual quality control, and ensuring a seamless experience across multiple property deployments.

### CHALLENGE

Delivering engaging digital experiences across hospitality properties required balancing brand standards, content accuracy, system limitations, and frequent content updates while maintaining a consistent guest experience.

### MY ROLE

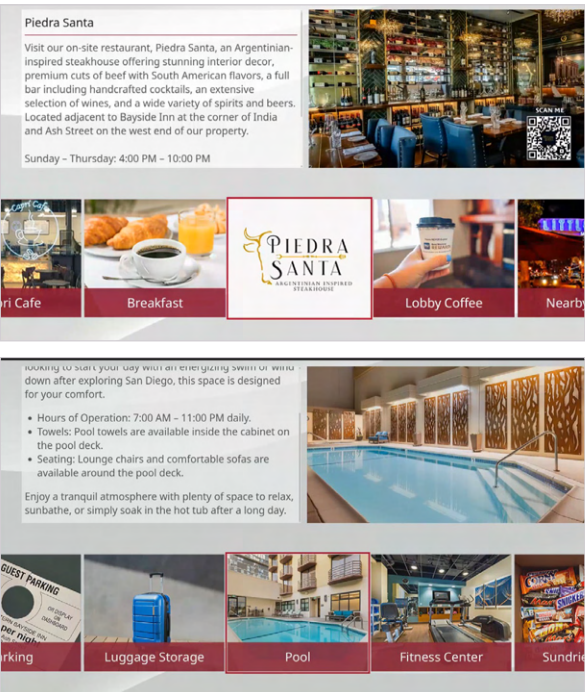
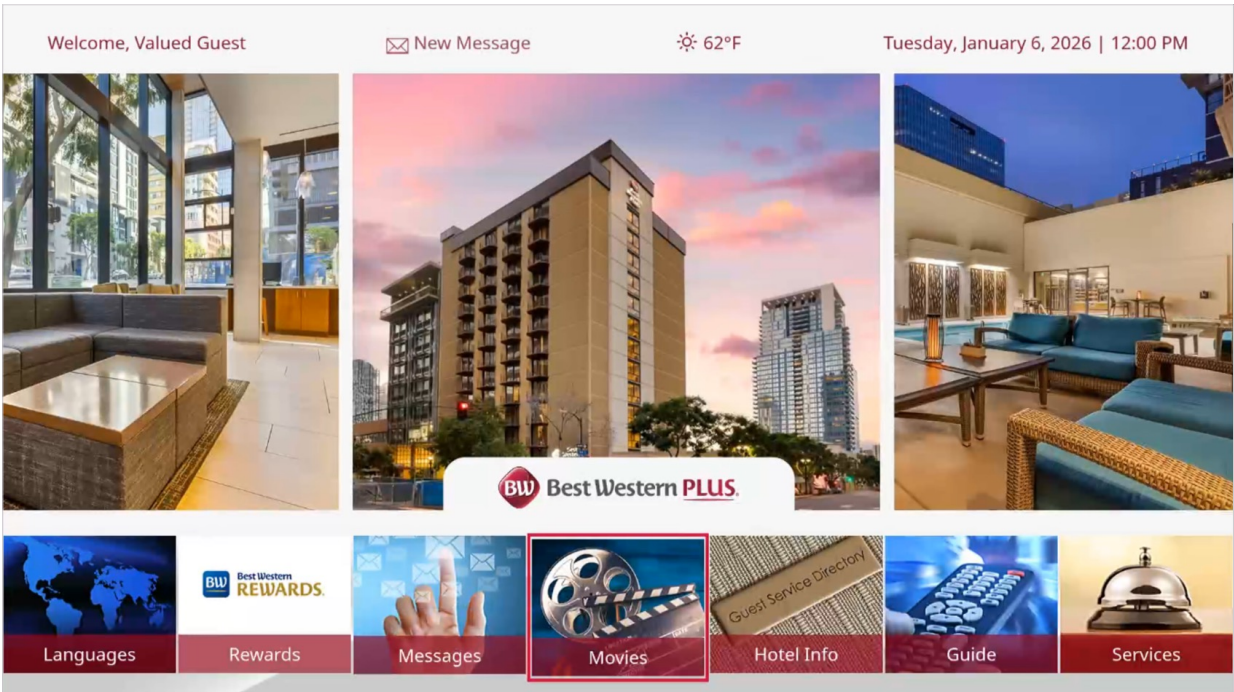
- Digital Experience Design
- Content Management
- Visual Quality Control
- Asset Production
- Experience Optimization
- Cross-Team Collaboration

### KEY ACCOMPLISHMENTS

- Maintained and updated customer-facing entertainment experiences across multiple hospitality clients.
- Performed extensive visual and content quality control to ensure consistency and accuracy across deployments.
- Collaborated with stakeholders to implement promotions, content updates, and branded experiences supporting hospitality customers.

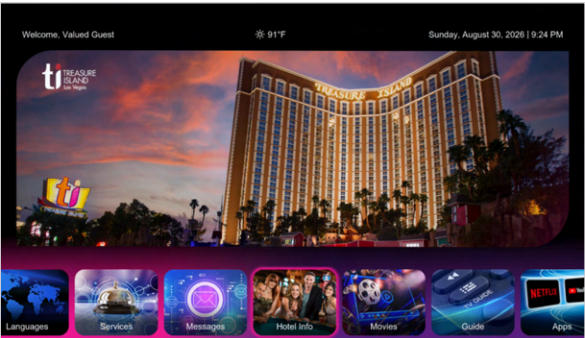
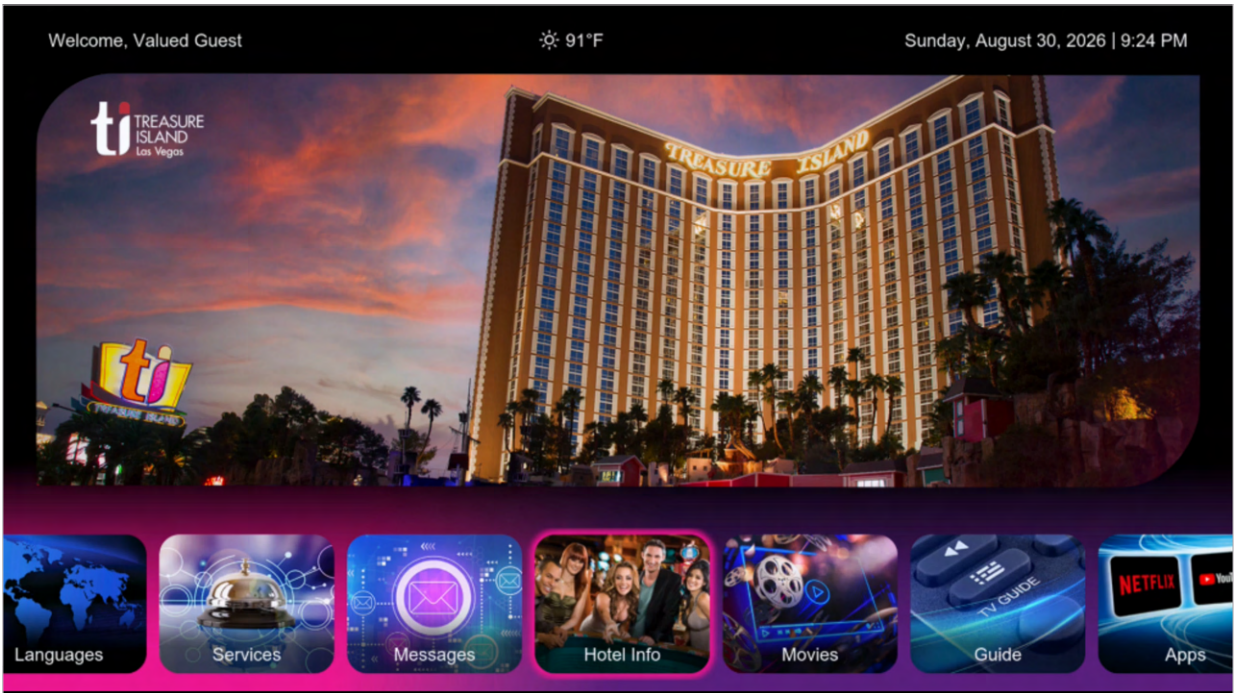
### TOOLS

Photoshop • Illustrator • InDesign • Workfront • AI Assistants  
Hospitality Content Systems • Excel



## Bayside Best Western

San Diego, CA  
Branded guest interface integrating hotel information, amenities, promotions, and entertainment content.



## Treasure Island

Las Vegas, NV  
Custom entertainment experience incorporating property branding, guest services, promotions, and VOD content.

# Monthly VOD/IRE Content Updates

## Cox Business / Hospitality Networks

Each month, Hospitality Networks delivers refreshed Video On Demand (VOD) content across hospitality properties on In Room Entertainment (IRE) devices, requiring the coordination of movie assets, synopsis content, trailers, promotional materials, system publishing, and quality control. I helped manage the production workflow from content intake through final delivery, ensuring that customer-facing entertainment experiences launch accurately and on schedule.

### CHALLENGE

Recurring monthly VOD releases required coordinating movie assets, trailers, artwork, metadata, vendor deliverables, publishing schedules, and quality control across multiple systems and stakeholders. Accuracy, consistency, and on-time delivery were critical to supporting a reliable customer entertainment experience.

### MY ROLE

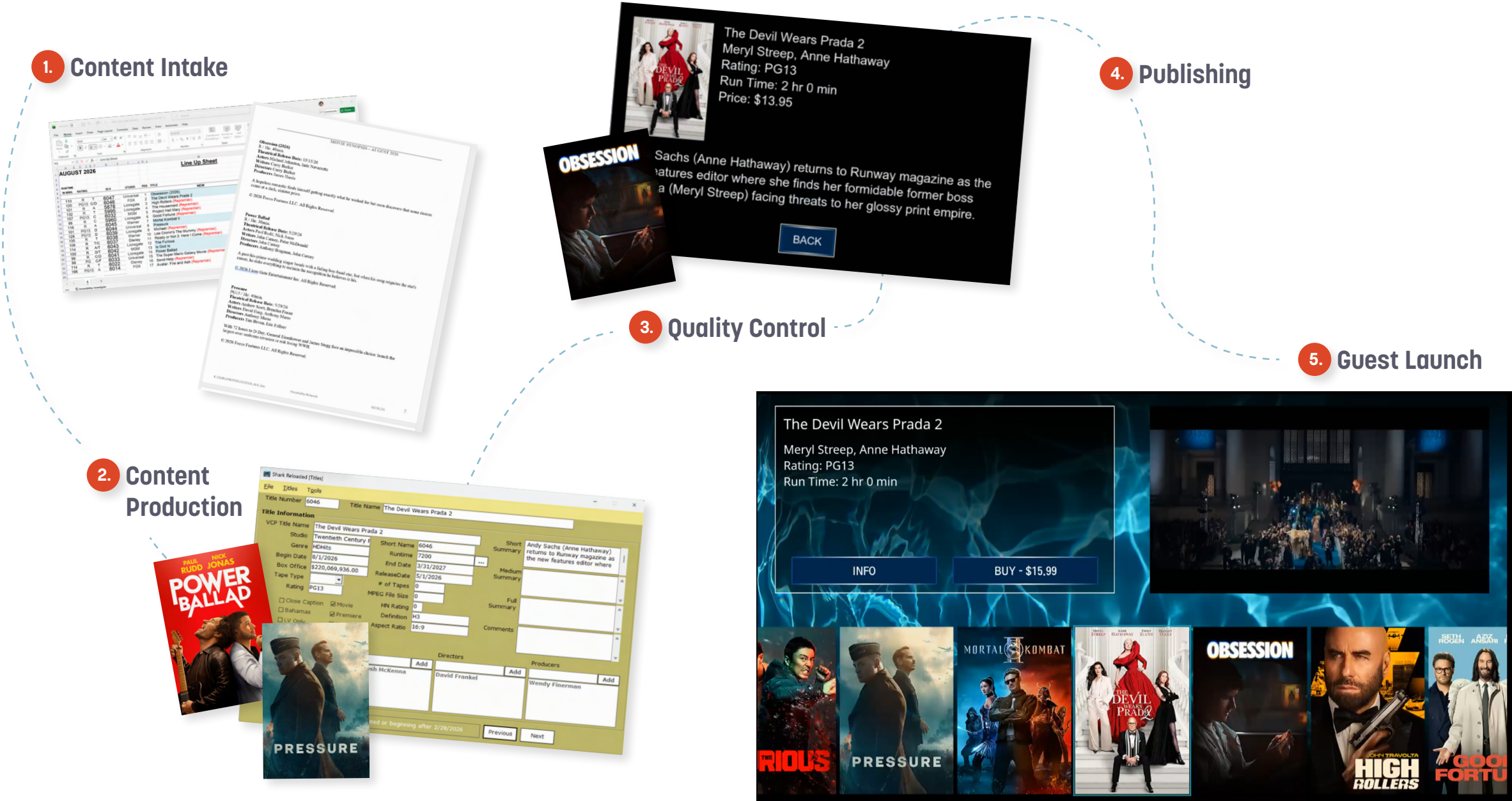
- Production Design
  - Quality Control
  - Content Operations
  - Trailer Coordination
  - Vendor Collaboration
- Synopsis & Metadata Review
  - Workflow Documentation
  - Issue Resolution
  - Process Improvement
  - Asset Preparation

### KEY ACCOMPLISHMENTS

- Documented and formalized the monthly VOD workflow, helping transform a complex process into a more transparent, repeatable operation.
- Streamlined project tracking and team collaboration by migrating workflow documentation and milestones into Workfront.
- Led quality control and content delivery efforts across trailers, artwork, metadata, and vendor-produced assets to ensure successful monthly launches.

### TOOLS

Photoshop • InDesign • Workfront • AI Assistants  
Hospitality Content Systems • Microsoft 365 Apps



## VOD Content Workflow



### 1. Content Intake

- Licensed movie lineup
- Trailer ordering
- Asset collection (key art, logos, metadata)



### 2. Content Production

- Movie Synopsis Creation
- Artwork preparation
- Movie Lineup updates
- Metadata management



### 3. Quality Control

- Trailer Review
- Metadata verification
- Synopsis QA
- Content validation



### 4. Publishing

- Vendor Coordination
- Movie Allocation Management
- Repository Publishing
- Final Deployment

### 5. Guest Launch

- VOD update released
- Property systems are updated
- On-time customer delivery on the 1st

## PROCESS IMPROVEMENTS

- > Merged duplicated phases
- > Documented and formalized workflow procedures
- > Established centralized Workfront project tracking
- > Improved task ownership and cross-team visibility
- > Reduced reliance on institutional knowledge
- > Increased transparency across monthly release cycles

### Result:

Reduced the monthly production cycle through workflow consolidation and improved tracking.

# Hospitality Splash Pages

## Cox Business / Hospitality Networks

Designed branded landing experiences for hospitality properties, convention centers, venues, and special events. Collaborated with stakeholders to translate marketing goals, venue branding, and customer messaging into engaging digital experiences optimized for hotel and entertainment platforms.

### CHALLENGE

Hospitality venues, convention centers, and event partners required custom-branded landing experiences that aligned with their visual identity while communicating key information to guests. Each project involved balancing stakeholder requirements, brand standards, content updates, and technical constraints while delivering an engaging digital experience.

### MY ROLE

- Digital Experience Design
  - Visual Design
  - Splash Page Development
  - Content Design
- Quality Control
  - Stakeholder Collaboration
  - Vendor Coordination
  - Responsive Design Planning

### KEY ACCOMPLISHMENTS

- Designed and maintained branded splash page experiences for hospitality venues, events, and customer promotions.
- Collaborated with stakeholders and external partners to translate business requirements into customer-facing digital experiences.
- Helped modernize the team’s design workflow by transitioning splash page concepts from Photoshop to Figma, improving collaboration and handoff efficiency with development partners.

### TOOLS

Figma • Adobe Workfront • Photoshop • Illustrator  
AI Assistants • Digital Asset Libraries

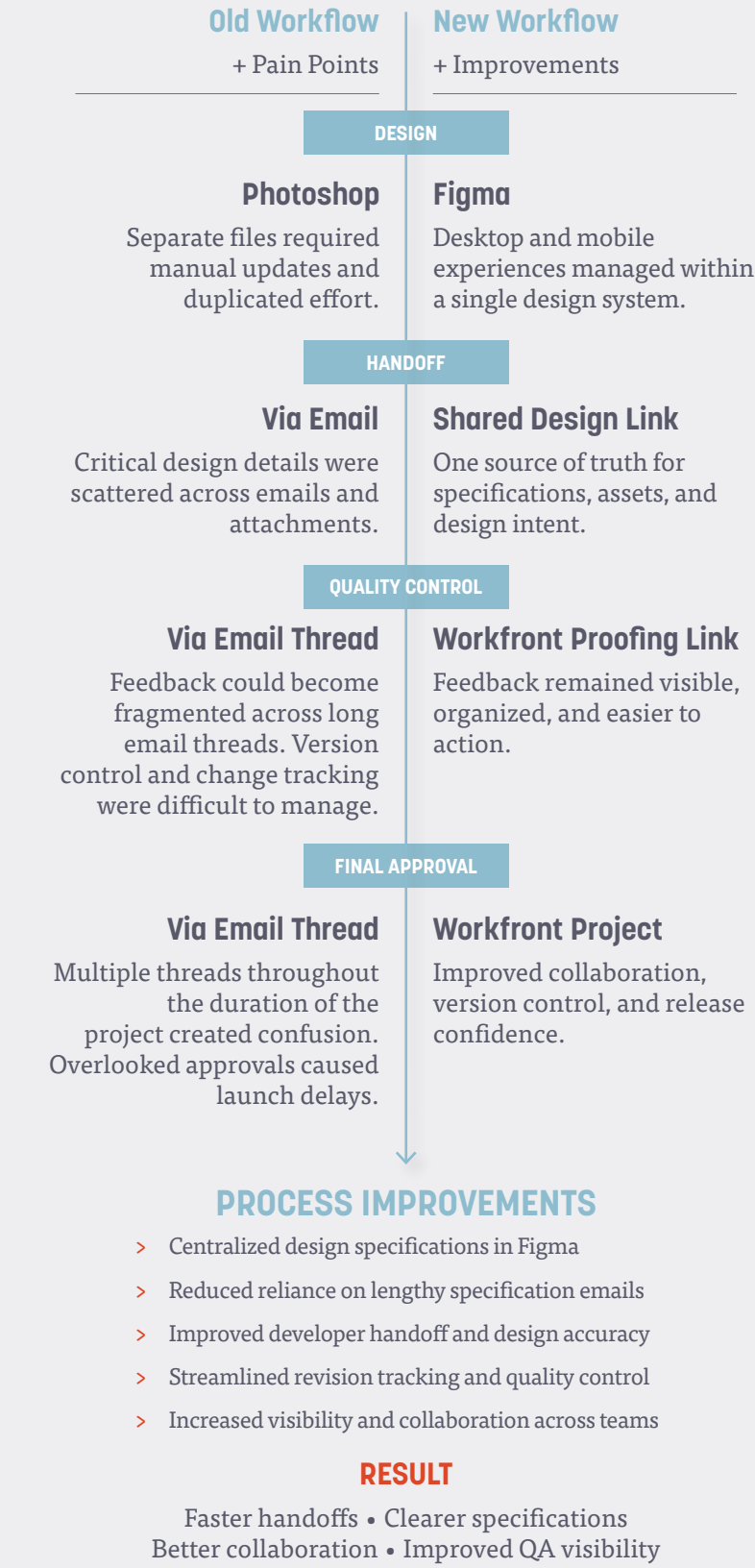


The Vanderpump Hotel  
Las Vegas, NV



Centreville Bank Stadium  
Pawtucket, RI

## Production/QC Workflow Overhaul



# Multi-Channel Design + Production

## Cox Business / Hospitality Networks

A selection of multi-channel creative spanning print, digital, presentations, and branded communications. My work includes developing and adapting creative across formats, maintaining brand consistency, preparing polished final assets, and supporting projects from concept and review through final delivery.

### MY ROLE

- Visual Design
  - Brand Adaptation
  - File Preparation
  - Photo Editing
- Quality Control
  - Layout & Typesetting
  - Process Improvement
  - Final Delivery

### TOOLS

Photoshop • Illustrator • InDesign • PowerPoint  
Workfront • AI Assistants

| VOICE AND COLLABORATION SOLUTIONS          |                                                                                                                                                                                                           |                                                                                                          |                                                                                                          |                                                                                                          |                                                                                                                             |                                                                                                          |
|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| A Comparison Matrix                        |                                                                                                                                                                                                           |                                                                                                          |                                                                                                          |                                                                                                          |                                                                                                                             |                                                                                                          |
|                                            | Hosted/Cloud                                                                                                                                                                                              | IP Center                                                                                                | On-Premise                                                                                               | IP Center                                                                                                | Cloud-based for Microsoft Teams                                                                                             | Cloud-based for Teams                                                                                    |
| <b>Use Cases</b>                           | Customers who need to connect using phone or equipment                                                                                                                                                    | Customers who need a hosted phone system with integrated collaboration                                   | Customers who require IP voice but need connectivity for their phone system                              | Customers who need voice working connected to their phone system and office                              | Customers using Microsoft Teams who need to integrate phone numbers and calling                                             | Customers using Teams who need to integrate phone numbers and calling                                    |
| <b>Use Cases</b>                           | • Analog phones<br>• Standard line<br>• Fax lines<br>• Fax lines                                                                                                                                          | • Hosted phone system with or without phone<br>• Multi-line connectivity<br>• Standard call centers      | • On-premise phone system<br>• Fax server<br>• Call routing                                              | • On-premise phone system<br>• Video features<br>• Connected location<br>• Central Enterprise            | • Phone numbers for Microsoft Teams users, auto extensions, and call queues<br>• Connected location<br>• Connected location | • Phone numbers for Teams agents and users<br>• Connected location<br>• Connected location               |
| <b>Target Segments</b>                     | • Mainstream Basics<br>• Regional Professionals                                                                                                                                                           | • Mainstream Basics<br>• Regional Professionals<br>• Connected location<br>• Connected location          | • Servo Sophisticates<br>• Video features<br>• Connected location<br>• Central Enterprise                | • Servo Sophisticates<br>• Video features<br>• Connected location<br>• Connected location                | • Mainstream Basics<br>• Regional Professionals<br>• Servo Sophisticates<br>• Connected location                            | • Servo Sophisticates<br>• Connected location<br>• Connected location                                    |
| <b>Call Capacity</b>                       | One or more call paths per line<br>• Included at no charge                                                                                                                                                | One or more call paths per line<br>• Included at no charge<br>• Quantity included based on customer need | One or more call paths per line<br>• Included at no charge<br>• Quantity included based on customer need | One or more call paths per line<br>• Included at no charge<br>• Quantity included based on customer need | One or more call paths per line<br>• Included at no charge<br>• Quantity included based on customer need                    | One or more call paths per line<br>• Included at no charge<br>• Quantity included based on customer need |
| <b>Collaboration Options</b>               | Video Basic included with each line<br>• Video Standard and Premium (optional upgrade per seat)<br>• Video Premium (optional upgrade per seat)<br>• Integration for IP Center (optional upgrade per seat) | N/A                                                                                                      | N/A                                                                                                      | Microsoft Teams                                                                                          | N/A                                                                                                                         | N/A                                                                                                      |
| <b>Phone Equipment Options</b>             | Customer provided                                                                                                                                                                                         | Customer provided                                                                                        | Customer provided                                                                                        | N/A                                                                                                      | N/A                                                                                                                         | N/A                                                                                                      |
| <b>Long Distance Options</b>               | Minute packs<br>• Per minute rates<br>• Unlimited long distance                                                                                                                                           | Unlimited local and domestic included<br>• Per minute rates<br>• Unlimited long distance                 | Minute packs<br>• Per minute rates<br>• Unlimited long distance                                          | Minute packs<br>• Per minute rates<br>• Unlimited long distance                                          | Unlimited local and domestic included<br>• Per minute rates<br>• Unlimited long distance                                    | Minute packs<br>• Per minute rates<br>• Unlimited long distance                                          |
| <b>International Long Distance Options</b> | International long distance<br>• Per minute rates<br>• Unlimited long distance                                                                                                                            | International long distance<br>• Per minute rates<br>• Unlimited long distance                           | International long distance<br>• Per minute rates<br>• Unlimited long distance                           | International long distance<br>• Per minute rates<br>• Unlimited long distance                           | International long distance<br>• Per minute rates<br>• Unlimited long distance                                              | International long distance<br>• Per minute rates<br>• Unlimited long distance                           |
| <b>Customer or Business Responsibility</b> | We provide the line<br>• Customers configure their equipment and wiring                                                                                                                                   | We provide the line<br>• Customers configure their equipment and wiring                                  | We provide the line<br>• Customers configure their equipment and wiring                                  | We provide the line<br>• Customers configure their equipment and wiring                                  | We provide the line<br>• Customers configure their equipment and wiring                                                     | We provide the line<br>• Customers configure their equipment and wiring                                  |
| <b>Cost of Equipment</b>                   | Available at additional cost for vendor install<br>• Available at no additional cost for self-install                                                                                                     | Available at additional cost for vendor install<br>• Available at no additional cost for self-install    | Available at additional cost for vendor install<br>• Available at no additional cost for self-install    | Available at no additional cost                                                                          | Available at no additional cost                                                                                             | Available at no additional cost                                                                          |
| <b>National Number Support</b>             | Yes                                                                                                                                                                                                       | Yes                                                                                                      | Yes                                                                                                      | Yes                                                                                                      | Yes                                                                                                                         | Yes                                                                                                      |
| <b>Support</b>                             | Cox Business Customer Care                                                                                                                                                                                | Cox Business Customer Care                                                                               | Cox Business Customer Care                                                                               | Cox Business Customer Care                                                                               | Microsoft with available for Cox Business as needed                                                                         | Teams with available for Cox Business as needed                                                          |
| <b>Hardware/Software</b>                   | Desk Phones<br>• Cordless Phones<br>• Conference Phones<br>• Analog Adapters                                                                                                                              | Desk Phones<br>• Cordless Phones<br>• Conference Phones<br>• Analog Adapters                             | Desk Phones<br>• Cordless Phones<br>• Conference Phones<br>• Analog Adapters                             | Desk Phones<br>• Cordless Phones<br>• Conference Phones<br>• Analog Adapters                             | Desk Phones<br>• Cordless Phones<br>• Conference Phones<br>• Analog Adapters                                                | Desk Phones<br>• Cordless Phones<br>• Conference Phones<br>• Analog Adapters                             |
| <b>Notes</b>                               | Cox Trust Roll for Cox provided equipment                                                                                                                                                                 | Cox Trust Roll for Cox provided equipment                                                                | Cox Trust Roll for Cox provided equipment                                                                | Cox Trust Roll for Cox provided equipment                                                                | None                                                                                                                        | None                                                                                                     |

**Cox Business® My Account**  
**Your Account. Your Way.**

Our MyAccount customer portal makes it easy to configure account settings and manage Voice, Internet, TV, and cloud-based services from your laptop or mobile device anytime, anywhere.

**Easily Manage Your Equipment**

- Conveniently manage your services
- See device details and customize equipment names for easy reference
- Reboot equipment to troubleshoot
- Configure advanced settings to meet your business needs

**Quick Access to Popular Features**

- Easily view and pay your bill
- Location-based map view of all location(s), service(s), and service health information
- Add or upgrade service and feature options effortlessly
- Visibility into support tickets, self-install orders, and appointments
- Order status of associated products and services in real-time
- 24/7 Chat
- Enroll in autopay (EasyPay) and paperless billing
- Enhanced header options that include quick links to:
  - Email
  - Voicemail
  - Notifications
  - Support

MyAccount landing page, desktop experience

coxbusiness.com

**Stay Connected. Anytime. Anywhere.**  
COX BUSINESS® VOICE WITH CISCO WEBEX

Bring a new level of flexibility, simplicity, and security to your communications with **Cox Business Voice with Cisco Webex**. Add Webex to our cloud-based IP Center or VoiceManager phone systems to keep your employees connected to the office from anywhere.

Empower your teams with collaboration from video calling, to meetings and messaging when you integrate the Webex app with IP Center or VoiceManager. Merge office phone numbers, handsets, and mobile devices so employees can work and communicate from any location.

**All-in-One Simplicity**

The Webex app integrates seamlessly with your Cox Business Voice services, eliminating the hassle of managing multiple systems. Plus, you get the convenience of one provider for all your communication and collaboration needs.

**Boost Productivity. Maintain Professionalism**

Built with the latest in video communication technology, Webex ensures your team can work efficiently—anytime, anywhere—without missing a beat.

**Security You Can Trust**

Enterprise-grade encryption keeps your files, messages and communications safe.

**Flexible and Cost-Effective**

Adding or removing users is simple, and with a predictable pricing model, you avoid hefty equipment costs while keeping your budget intact.

coxbusiness.com

**Check Your Pitch Performance**

Learn how your email, link, and live pitches perform when you use the "Share Externally" feature. See views, viewing time, and forwards for shared content.

**Easily access Engagement data**

Visit the left-hand toolbar and select the Engagement tab to learn how your pitch performed with your recipient.

**Engagement Dashboard**

Explore your External Shares and the latest activity—including number of views, viewing duration, and related opportunity.

SALES ASSET MANAGER

Click into an External Share for greater detail. Toggle between the Overview and Activity tabs to review data from total views and view time, to number of downloads, and date last opened.

Overview: View key engagement and content metrics.  
Activity: View pitch activity organized by date.

**Additional resources**

- Watch a Video
- Review a Guide
- Engage a Play

Sales Asset Manager (SAM)

Internal Use Only. COX-102-001016-01 (3/24)

**Cox Business® WiFi**  
**Elevate Operations with Seamless Connectivity**

A reliable WiFi connection is essential for success in today's business environment. Imagine giving employees and customers an experience that offers them online connectivity. Cox Business WiFi brings this vision to reality. Our secure WiFi network helps you say goodbye to spotty connections and dead zones. Whether connecting business tools or providing guest access, our strong signal ensures Internet across your entire workspace.

**Secure Connectivity**

Provide a superior WiFi experience without compromising the security of your network. Cox Business WiFi separates networks for guests and employees, both protected with cutting edge **encryption technology and built-in firewall** to safeguard your sensitive data against threats.

**Easy to Activate and Use**

Get started in minutes with our app-driven self-install process, or opt for professional installation with our skilled technicians. Optimizing your WiFi settings is easy with our **Cox Business WiFi app** available for download in the Apple App Store or Google Play Store.

**Effortless Management**

Whether you manage your WiFi settings yourself or let us handle it, our user-friendly **MyNetwork customer portal** and ongoing professional support keep your network running smoothly.

**Extended Coverage and High Bandwidth**

Designed to support **large spaces and multiple connected devices**, our WiFi solution ensures both employees and guests can access high-speed Internet without interruptions.

Partner with us to power your business with reliable connectivity.

coxbusiness.com

**Cox Business® Managed SD-Network**  
**Security & SD-WAN Solutions**  
Cybersecurity and scalable networking

Cox Business Managed SD-Network Security & SD-WAN Solutions unify cybersecurity and networking into one purpose-built, managed service—so you can strengthen your network, streamline operations, and scale with clarity.

Cyber protection built in

Low total cost of ownership

Rapid SD-WAN deployment

Elastic SD-branch for evolving needs

**sales ENHANCEMENT**

**sales AWARENESS**

**sales LAUNCH**

**SMB Marketing CAMPAIGNS**

**Customer Success SPOTLIGHT**  
Stories that sell and close deals.

**Upmarket Marketing CAMPAIGNS**

**National POWER HOUR**  
Driving Revenue through Knowledge

**Cox Business® Managed SD-Network with Cisco Meraki**  
Experiences are Everything

**Cisco Meraki Platform:** The platform for how people work

Cox Business Managed SD-Network with Cisco Meraki enables customers to grow their networks along with their business. It makes scaling a breeze on a cloud-managed platform, so you can be confident in your deployments. Easily automate and customize experiences to fit specific needs, monitor from anywhere, and gain enhanced reliability and security with the always-agile Meraki Platform.

**Managed SD-Network Experiences:** Smarter work experiences start here

Connectivity, safety, and intelligence aren't just features—they're foundational to how people, places, and things succeed. Cox Business Managed SD-Network is built to elevate every workspace. Whether you're optimizing operations or protecting your brand, our platform adapts to your needs, delivering confidence in your network, improving resilience, boosting reliability, and safety across your ecosystems.

**A cloud-first, platform-based approach** that helps you help your customers:

- Improve resilience
- Connect securely
- Boost reliability
- Scale easily

**COX BUSINESS | RingCentral**

**Transform Your Contact Center with AI-Powered Solutions**

Cox Business® Contact Center with RingCentral

**Powering the Next Generation of Enterprise Networks**

COX BUSINESS® | SEGRA

Cox Market

Segra Market

Cox/Segra Market

Cable Landing Station

Network Connection Points

**Managed SD-Network**  
**Why Your Business Deserves Better Security**

60% Small businesses are hit by 60% of all cyberattacks¹

4.88M The average cost of a data breach globally reached \$4.88 million in 2024²

47% 47% of SMBs reported recent cybersecurity breaches due to compromised passwords³

Protecting your employees' devices

Securing your network from threats

Security for your users wherever they are

Protect your passwords and mailboxes

Protect your business with the strongest security team on the planet supported by Cisco's integration with Talos, its global threat intelligence organization⁴

19.7B threats blocked per day

600B emails inspected per day

1.5M malware samples per day

What are your main security concerns?

**Complete network security**

From intrusion and malware protection to next-gen firewalls, ensure comprehensive, automated security across your entire company.

**Security for your users everywhere**

Protect your users, both on and off the network, by blocking malicious Internet destinations before a connection is ever established.

**Talos: your ultimate security advantage**

Integrated into every solution, Talos security intelligence tracks threats across end points, networks, cloud environments, web, and email providing solid, actionable intelligence.

With Cisco's integrated approach to security, you get:

- 1 A simplified security experience. Protect your entire business with a powerful, yet simple, security approach.
- 2 Security that works as fast as you do. Our security solutions work as a team to detect threats earlier and faster.
- 3 Security that grows with your business. Strengthen your security strategy and reduce risk with reliable solutions.

You build your business, we'll secure it. Let us show you how easy it can be to protect your entire organization, so you can run your business fearlessly.

Contact us to learn how Cisco Security solutions work together to keep your employees safe and your business protected.

spectrum.com/business

¹Cybersecurity Could Shutter One in Five Small Businesses, Report Finds. ²Cybersecurity Breaches Continue to Grow, and the Costs are High. ³Small Business Cybersecurity Breaches Report. ⁴Talos Security Intelligence Report. ©2024 Cisco and/or its affiliates. All rights reserved. Cisco and the Cisco logo are trademarks or registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and various other countries.

Spectrum | cisco

SP-2024-02-0024

Presentation Design

Cox Business / Hospitality Networks

Presentation design for internal and external audiences, translating complex content into clear, engaging visual stories while maintaining brand consistency across slides, templates, and supporting graphics.

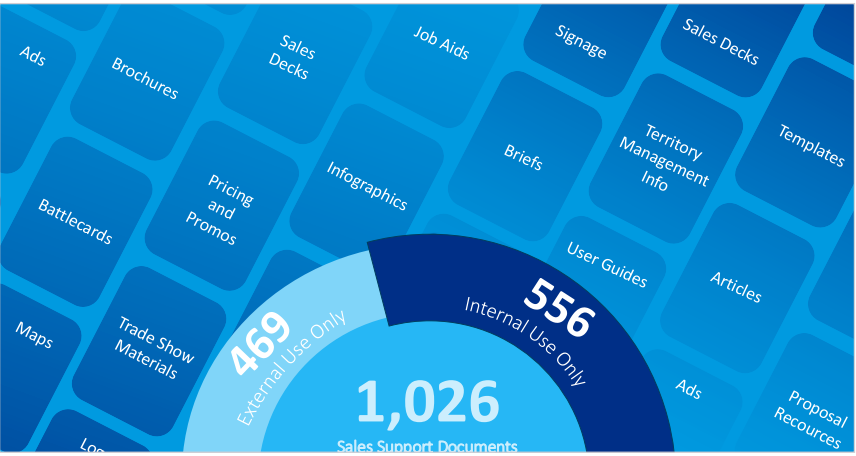
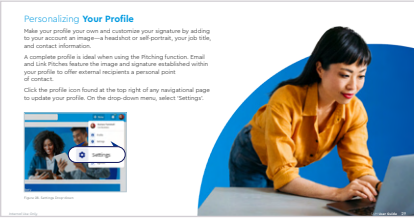
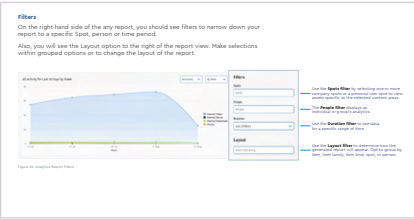
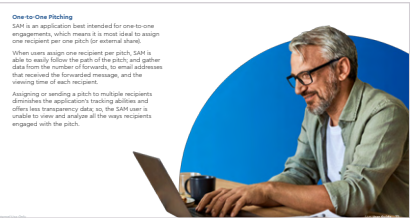
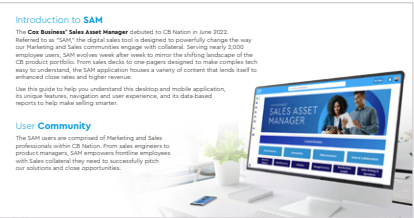
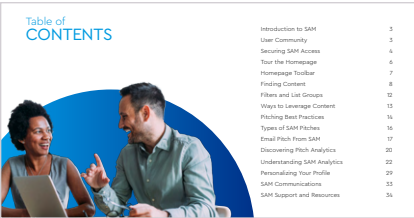
MY ROLE

- Presentation Design
- Layout & Hierarchy
- Template Design
- Visual Storytelling
- Data Visualization
- Brand Consistency

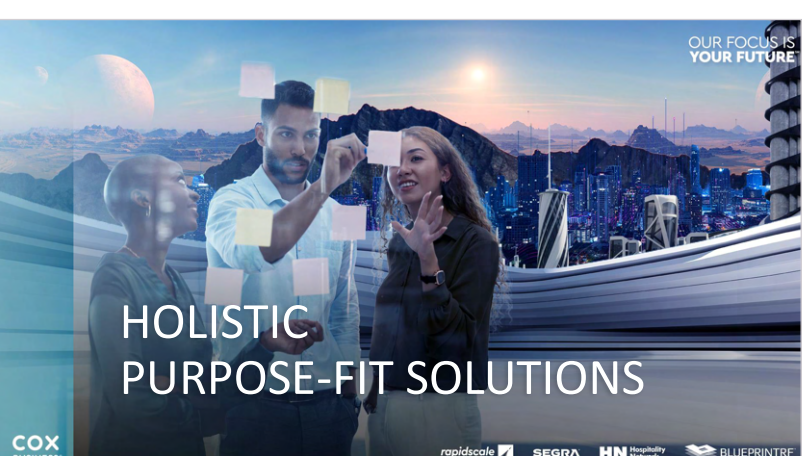
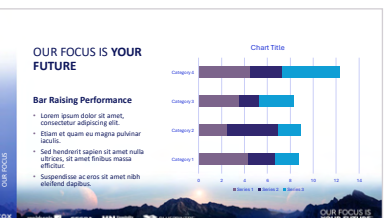
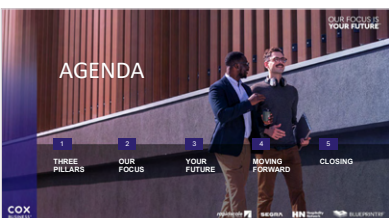
TOOLS

PowerPoint • Photoshop • Illustrator

SAM User Guide Training Presentation



Cox Business Yearly Kickoff Event Keynote





**Thank you.**

**Daniel Martinez**  
*Senior Designer*

*Additional work available at:*  
**WakeUpDanny.com**