

MARTIN

TERRENCE MARTIN

Digital Designer

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310.719.5950

EXPERIENCE

Amazon MGM Studios

March 2020 – March 2024

Digital Designer

- ✦ Collaborated & produced static & motion content from concept to completion for B2B & B2C audiences in theatrical, scripted & unscripted television & events
- ✦ Designed 100s of static graphics for key art, title treatments, pitch decks, logos, development titles & consumer facing graphics for multiple platforms
- ✦ Created over 100 motion graphics for title cards, motion posters, backplates, transitions, animations & reels resulting in numerous conversions
- ✦ Spearheaded numerous motion projects while supporting static creative initiatives
- ✦ Excelled project positioning by enhancing trailers, sizzle & teasers
- ✦ Raised engagement through leveraging 3D modeling, Red Giant, motion design, color grading & audio

Ins'Tent Industries

November 2017 – March 2020

Marketing & Production Designer

- ✦ Produced creative for internal & external marketing materials, catalogs, brochures, event graphics, client mock-ups & proofs
- ✦ Videographer & editor for promotional & instructional content
- ✦ 3D modeler for prototypes & consumer-facing products

eJam Inc.

May 2017 – October 2017

Digital Designer

- ✦ Created short-form video promos for marketing campaigns, resulting in over 2.2 million views
- ✦ Analyzed data points to tailor content for specific audiences
- ✦ Proficient in Google Ads, Gemini & Facebook advertising platforms

Lucky Strike Entertainment

May 2016 – May 2017

Graphic Designer

- ✦ Creative for visual materials for digital & print, such as corporate communications, promotional marketing, email blasts, menus, web graphics & banners, to social graphics, game cards & photo editing
- ✦ Collaborated with Riot Printing for proofing & asset management

GU Auto Trade + Shelby

August 2015 – May 2016

Graphic Designer

- ✦ Website UI/UX redesign
- ✦ Identifying target audience, assess & evaluate
- ✦ Prototype build, content migration, analytical & SEO optimization

EDUCATION

Laguna College of Art + Design

2018

BFA, Graphic Design + Digital Media

El Camino Community College

2014

Associate in Arts

EXPERTISE & SKILLS

Marketing Design, Motion Graphics, Conceptual Design, Typography, Logo Creation, Storyboarding, 3D Modeling, Animation, Branding, Cinematography & Video Editing, Visual Merchandising, UI & UX

TOOLS

- ✦ After Effects
- ✦ Photoshop
- ✦ Illustrator
- ✦ InDesign
- ✦ Cinema 4D
- ✦ Red Giant
- ✦ Premiere Pro
- ✦ Media Encoder

HOBBIES

Filming, Editing, Street Art, Graffiti, Basketball & Skateboarding