

# MARTIN HEBISZ

## VISUAL & UI FRONT END DESIGNER

Creative Collaborator • Steadfast Strategist • Cat Daddy

Multi-disciplined visual designer with over 5 years of experience. Passion for designing clean, modern, and inspiring visual assets. A strong advocate for inclusive/user design.

### EXPERIENCE

#### FAULTLINE Sessions

(Freelance Lead Visual Designer | April 2023 - November 2023, project based contract)

- Responsible for overall brand creation. Such as but not limited to; logo, icons, brand and creative guidelines, marketing collateral, website and more.

#### First Republic Bank

(Lead Front End UI Designer | January 2022-February 2023)

- Tasked with creating a “more modern” look for the CPI team. This included but not limited to; character and color styles, fresh iconography grounded in material design and more. If CPI was tasked with creating an application, the responsibility for the user interface and functionality fell to me.
- Experience with user feedback, testing and working cross functional.
- Held an 90-95%+ adoption rating for all my work, from concept to product.

#### MHebisz Designs

(Freelance Visual Designer | January 2021-January 2022)

- Project manager, art director, and lead designer on a variety of projects.
- Created presentation decks, multiple layouts, environmental signage, digital and print ads, packaging, apparel, and overall brand systems/refresh.

#### Linked In

(Visual Designer | December 2019-December 2020)

- Utilized UX/UI and Adobe applications to assist with the launch of “Blueprint”, a new LOB for Linked In, seen globally by 100,000+ users.
- Lead an international effort to refresh the official Linked In On Boarding process, “Sales Academy”, viewed by 1,000+ new sales personnel.
- Designed Share-point micro sites, UX/UI comps, logos, marketing assets, presentation decks, newsletters, templates, icons, and more.

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### SKILLS

Current in Design Best Practices

UX/UI Front End

Typography

Presentations

Project Management

Advanced Production Techniques

Illustrations

Layout

Social Media Assets

GIFS/Animated Assets

HTML/CSS

Systems / Templates

Brand Development and Refresh

UI/UX Design/Inclusive Design Strategist

### SOFTWARE APPLICATIONS

Adobe Creative Cloud XD,Photoshop, Illustrator, InDesign, Dreamweaver, Bridge Acrobat, Microsoft Word, PowerPoint, Sharepoint CSM, Outlook, Google Docs, Sketch, Figma, Lucid Chart, Apple IOS and Micro Soft Windows. Varous CMS.

### EDUCATION

B.A in Graphic Design from CSUEB

Academy X Beginner JavaScript Certified

LinkedIn UX/UI Training

### BRANDS / PROJECTS

Microsoft

Clash of Clans/SUPERCELL

Yelp

PG&E

SXSW (South by Southwest)

## **Keadjian & Associates**

(Visual Designer | July 2018-June 2019)

- Generated graphics to educate people about a state-wide public safety program viewed by 75,000+.

## **Vanguard Properties**

(Contract Visual Designer | April 2018-June 2018)

- Designed both digital and print formats for marketing collateral including brochures, e-blasts, open house email invites.
- Used advanced production techniques to produce the highest quality images possible to be viewed by thousands of prospective buyers.

## **Udemy**

(Production/Visual Designer | September 2017-March 2018)

- Assisted in brand growth and recognition by creating assets mainly focused on social media and e-Commerce platforms in both animated and still deliverables.
- Both developed and implemented systems (later formally adopted for permanent use by Udemy) used for streamlining the asset production process.

## **The W2O Group (a.k.a Weisscomm)**

(Production/Visual Designer | November 2015-June 2017)

- Head of the Production in the San Francisco, CA office.
- Conceptualized campaign assets that included presentation templates, logos, brand guidelines, wire-framing and site maps for major healthcare clients.
- Established company-wide best practices in file formatting and compression.
- Inspected artwork and other digital content and generated properly packaged files for output.

## **Epsilon**

(Contract Sr. Production Artist | October 2014-May 2015)

- Learned and utilized new software "IAd Producer" (then a beta Apple Animation app) to create animated mobile ads for internationally known, popular mobile games including Clash of Clans and Boom Beach.
- Developed and implemented systems that resolved an issue that caused a project to halt completely. It created missing glyphs for the font family in use in multiple language deliverables.

## **ACKNOWLEDGMENTS**

111 Mina Gallery sponsored by Juxtapose Magazine.

Art Center award for Graphic Design from CSUEB.

Art Center award for Potography from CSUEB.

## **HELPING THE COMMUNITY**

During the pandemic my design services were employed by multiple local (San Francisco Bay Area) small businesses free of charge, to assist with business promotion, customer acquisition, and retention.

Designed a pamphlet pro bono for "Pacific Drowning Prevention", distributed nationwide and seen by thousands, bringing much-needed attention and donors to their cause.