

HELLO, WELCOME TO MY PORTFOLIO

My name is Jordan Martinak and I hope this portfolio gives a little glimpse into who I am and how I design artwork for print/pattern and graphics.

A bit about me: I love to create. I am always looking for inspiration and for new ways to make the world a more beautiful place. When I am not illustrating, I am working with textiles in various ways, practicing sculpture or ceramics, gardening, cooking up new recipes and generally trying to be outdoors whenever possible- rain or shine (preferably shine, but I take what I can get).

This is only a very small sliver of my work, please reach out if you have any questions or need further clarification. This portfolio does not include my experience in home goods due to necessity- reach out for these projects specifically if needed. References available upon request.

Thank you-enjoy!



PRINT//PATTERN EXAMPLES OF MY ORIGINAL ART AND PROCESS



PINK LEMONADE
WISPY VINES SYCAMORE
OVERSIZED FLORAL
WCU6DR8240L
MIDI SIDE SMOCKED
DRESS

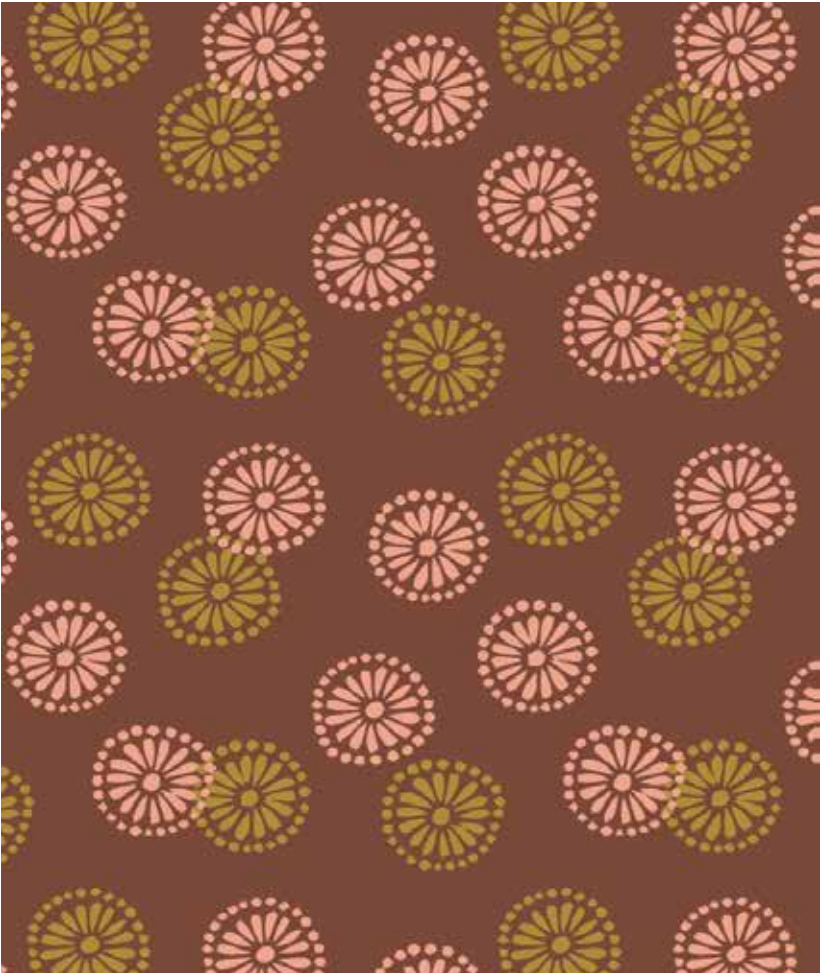
SNAPSHOT OF HIGH LEVEL 'RIVIERA' TREND DECK



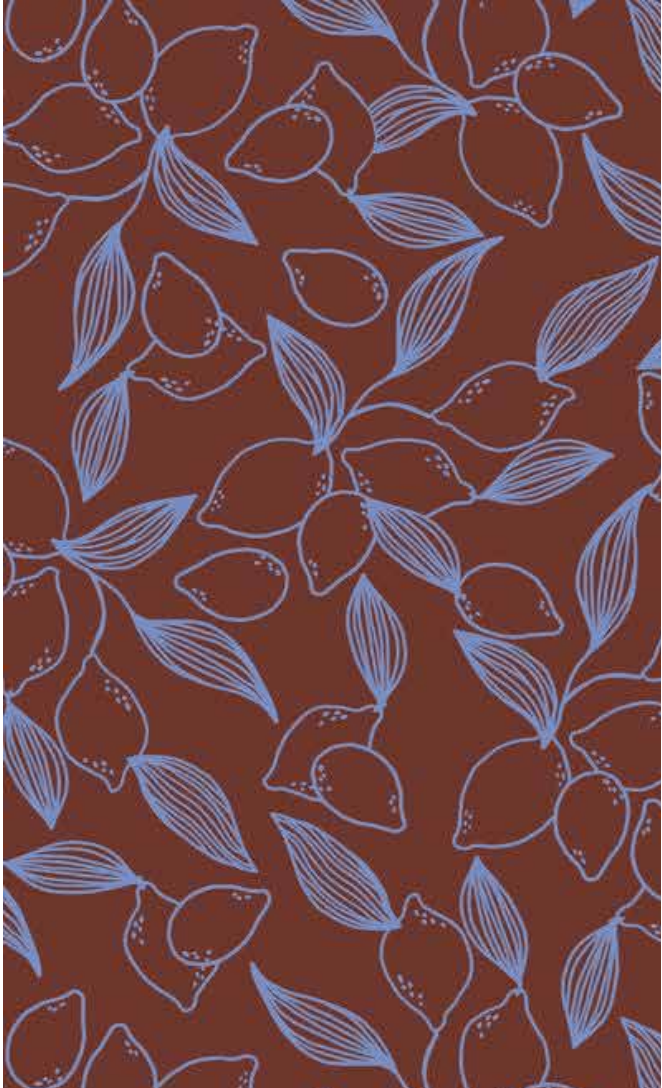
SNAPSHOT OF HIGH LEVEL CAPSULE TREND DECKS



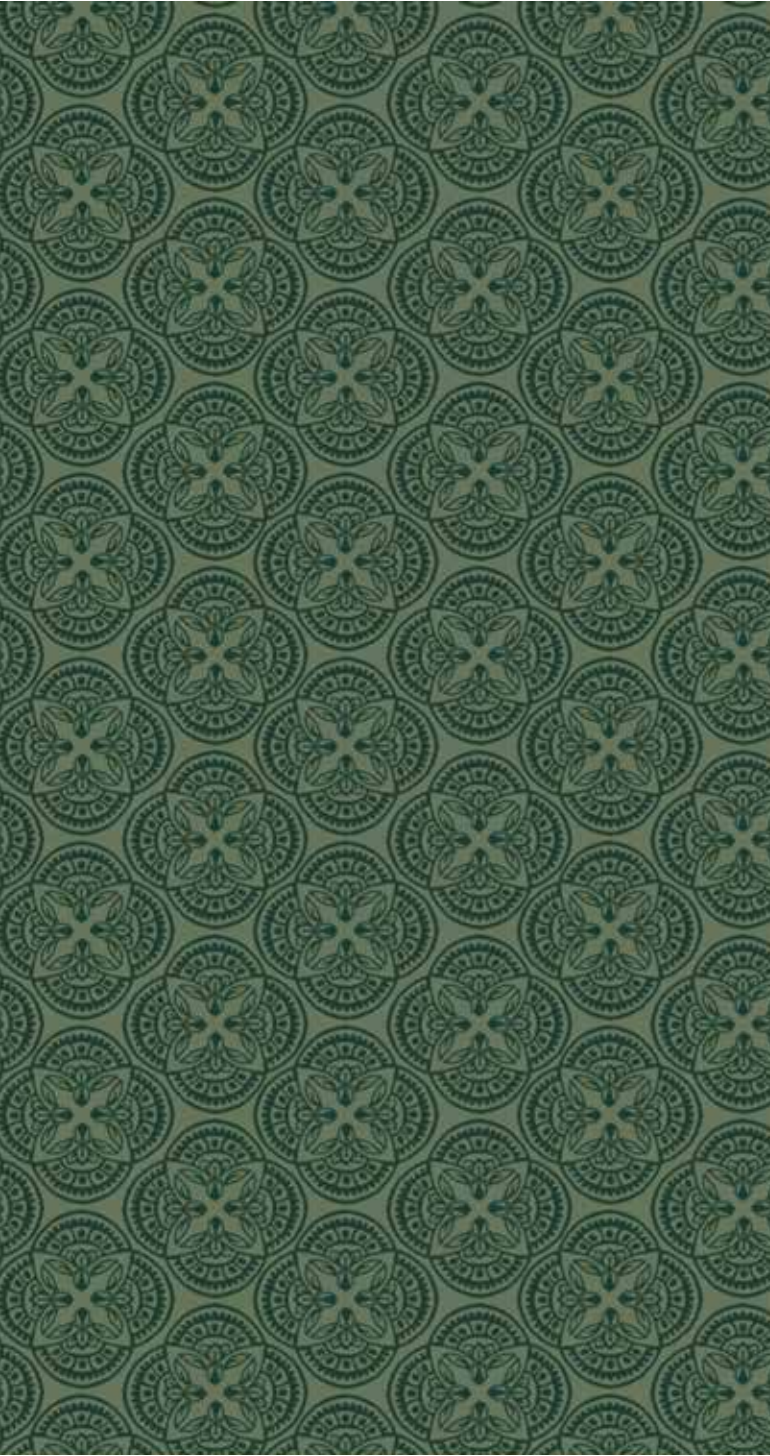
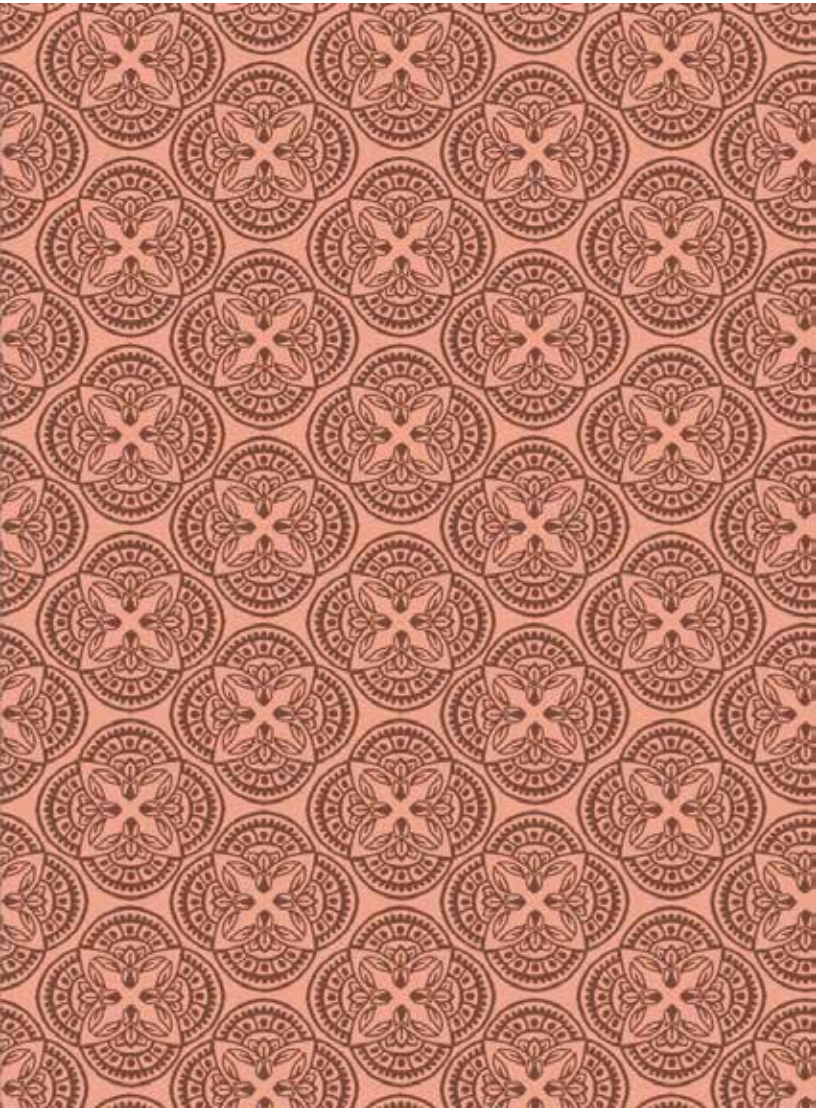
SUMMER TREND 'RIVIERA' PRINT//PATTERN ORIGINAL ARTWORK



SUMMER TREND 'HOTHOUSE' PRINT//PATTERN ORIGINAL ARTWORK

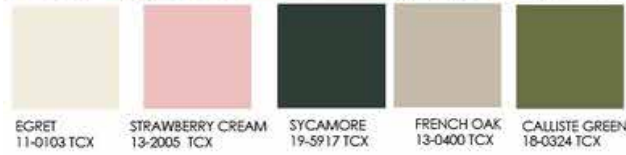


CAPSULE TREND 'POETIC' PRINT//PATTERN ORIGINAL ARTWORK



ARCTIC 17-4911 TCX	SALSA 18-1657 TCX	CORAL HAZE 16-1329 TCX	BEACH SAND 14-1225 TCX	MELLOW YELLOW 12-0720 TCX	OCBRE 14-1036 TCX D4 2023	MUSKMELOON 15-1242 TCX	EGRET (OFF WHITE) 11-0103 TCX	SYCAMORE 19-5917 TCX D4 2023

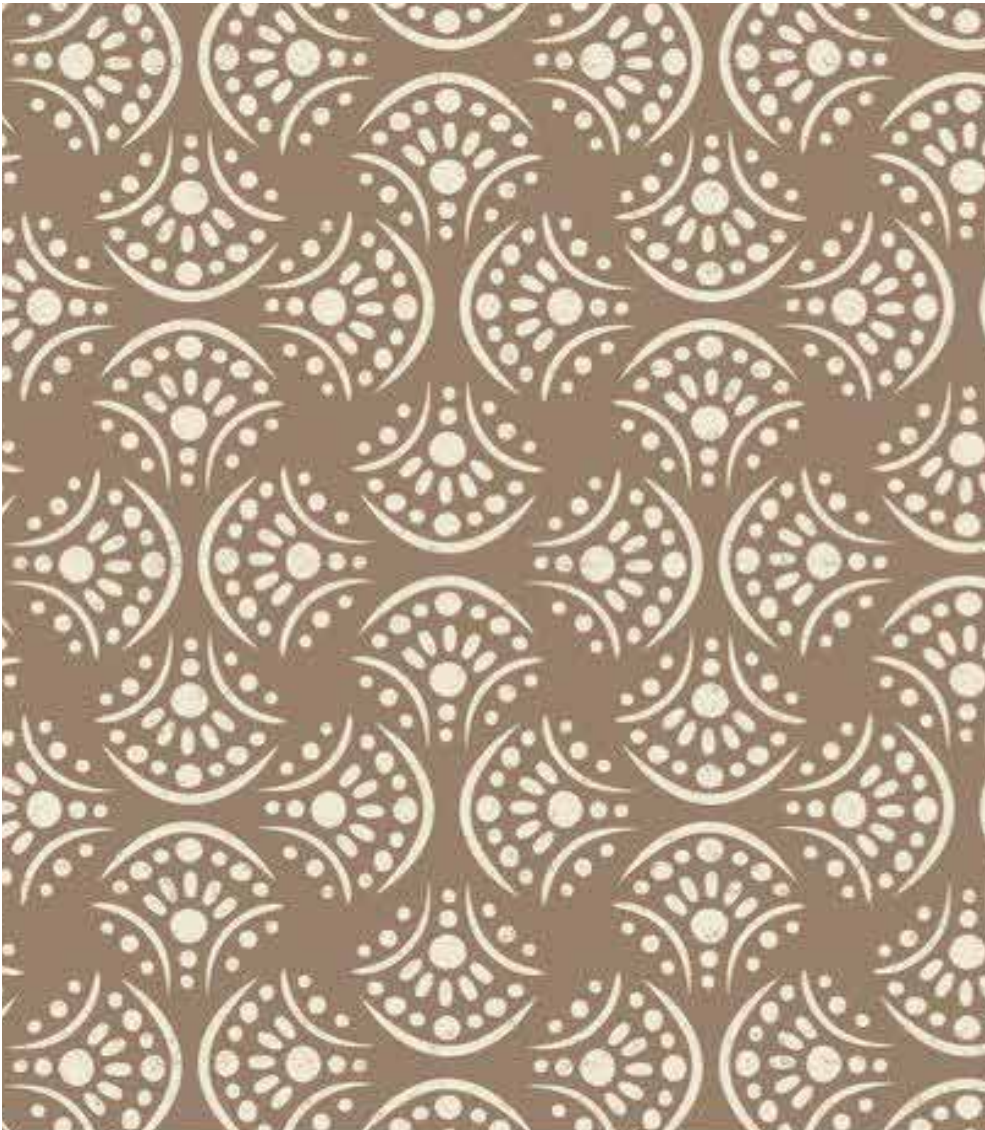
CAPSULE TREND 'VACAY' PRINT//PATTERN ORIGINAL ARTWORK



FALL TRANSITIONAL PRINT//PATTERN ORIGINAL ARTWORK

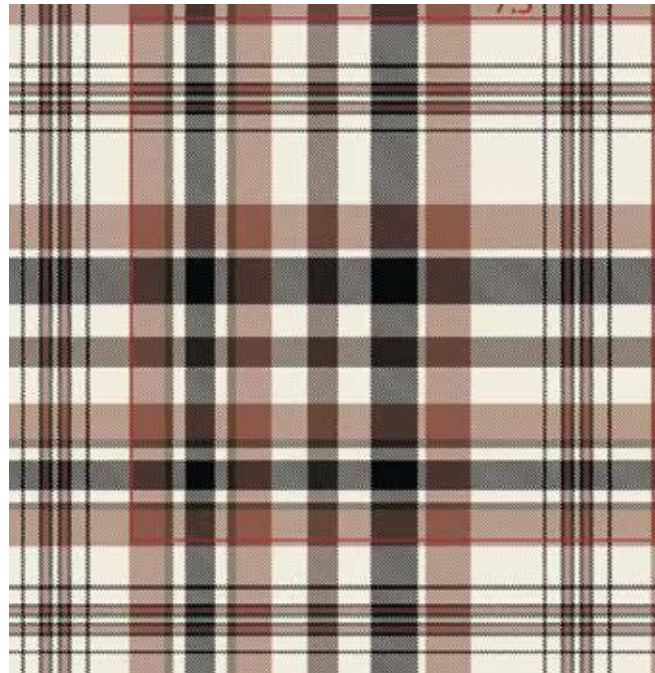
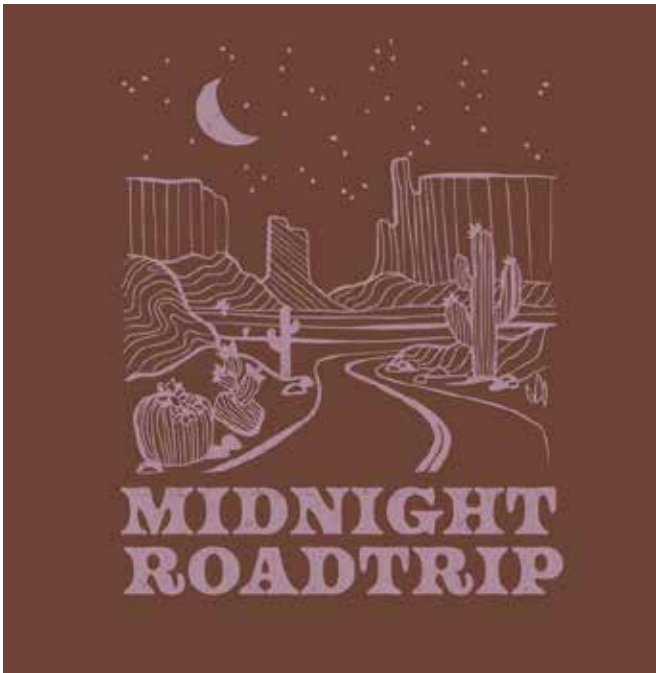
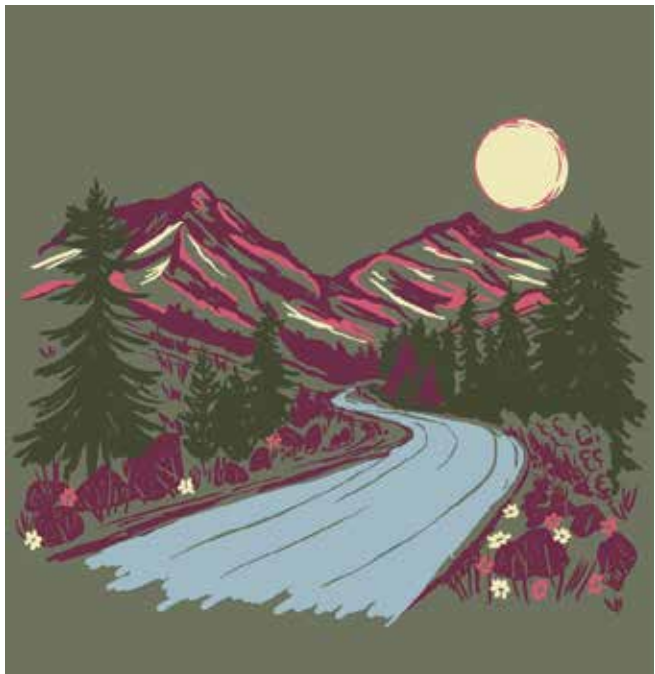
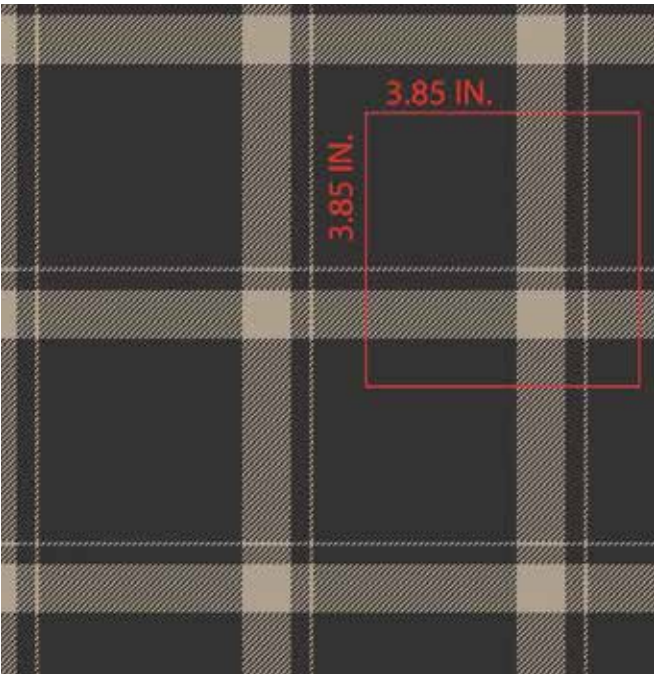


FALL TREND 'NU HERITAGE' PRINT//PATTERN ORIGINAL ARTWORK



FALL TREND 'NU HERITAGE' ORIGINAL ARTWORK

These are part of the fall collection under the 'NU HERITAGE' trend. The trend highlights range/prarie and southwestern themes with strong emphasis on nature. Motifs such a cactus, sweeping scenic landscapes, prarie flowers, quilts/bandanas and ranch farm animals round out the conversational prints and graphics.



WINTER TRANSITIONAL PRINT//PATTERN ORIGINAL ARTWORK



TITAN
19-4128 TCX

BERING SEA
18-4026 TCX

BABY BLUE
13-4308 TCX

ReelMayer

Program 15 - Print 15 - make it happen

REVISED SCALE 5/23/24

Season	D1 2025	Artwork	CANYON CAVES	Date	5/9/24
Style	WCBSKT2229	Collection	MOONLIT OCEAN		
Period	P2	Department	LADIES CASUAL	SCALE	100% SCALE
		Technique	DISCHARGE		

7.7"

6.1"

GROUND COLOUR:

MOONLIT OCEAN
19-4128 TCX

ARTWORK COLOUR:

FLAMINGO
19-1208 TCX

SUNBAMBI
16-1341 TCX
20-2024

SUNSET
10Y 10R 40Y
11-4048 TCX

WETTERLY BLUE
18-5819 TCX

ReelMayer

Program 15 - Print 15 - make it happen

D4 2025 Artwork | WINDYFIRE PLaid | Date | 2/21/2025 || Style | WCBSWT3146 | Collection | WOODSMOKE | Repeat size | 3.75" L X 3.75" W |
| Period | P10 | Department | LADIES CASUAL | SCALE | 100% SCALE |
| Layout | 2 DIRECTIONAL | Technique | WAX DYE | | |

3.75"

3.75"

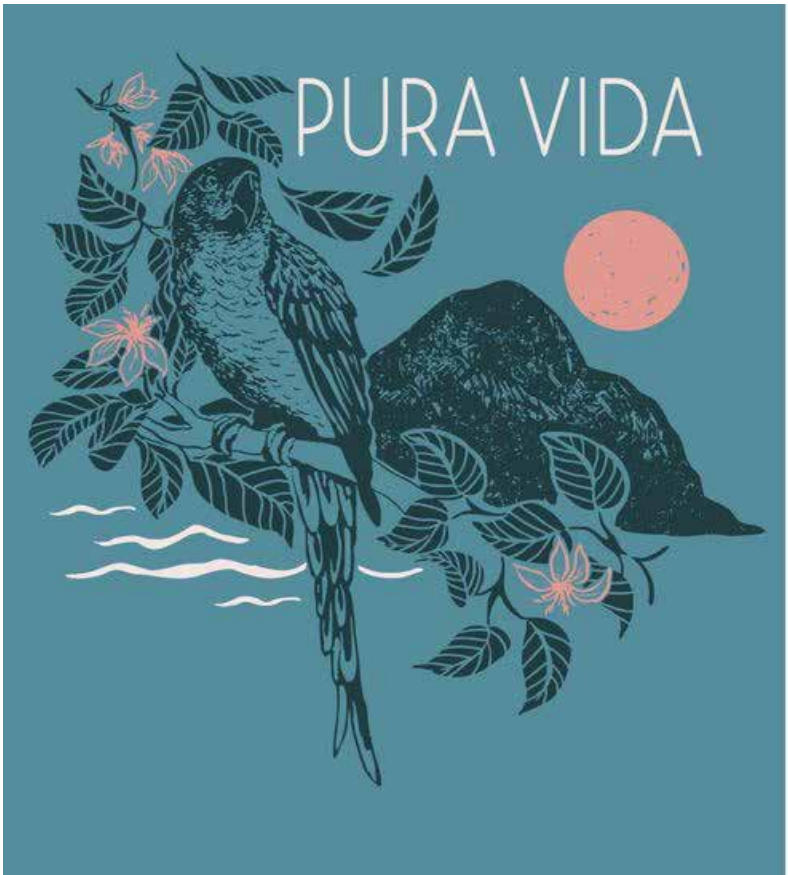
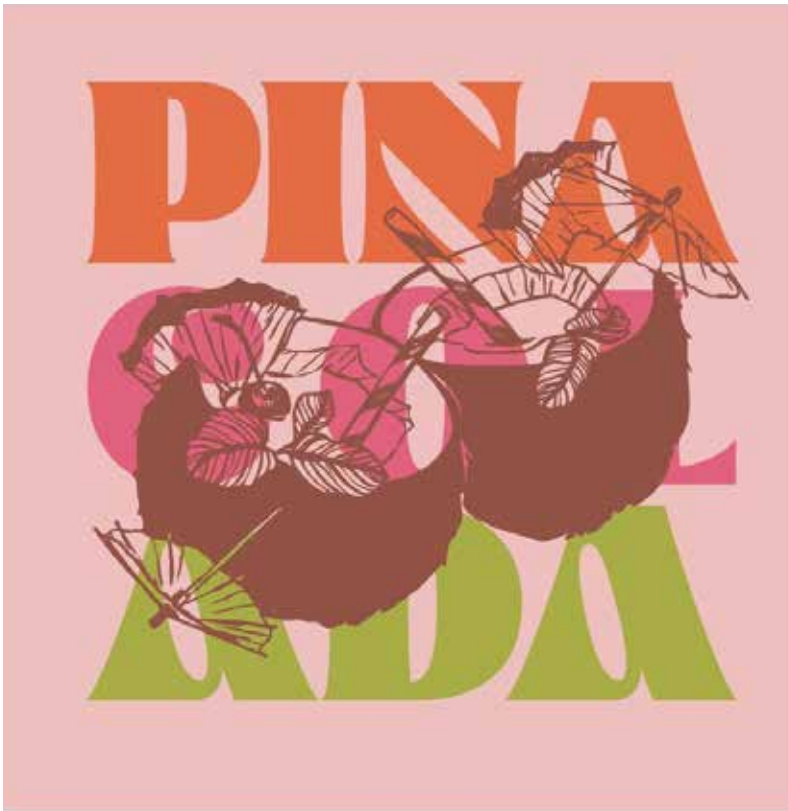
ARTWORK COLOUR:

WOODSMOKE
17-1321 TCX

BLACHED SAND
13-1008 TCX

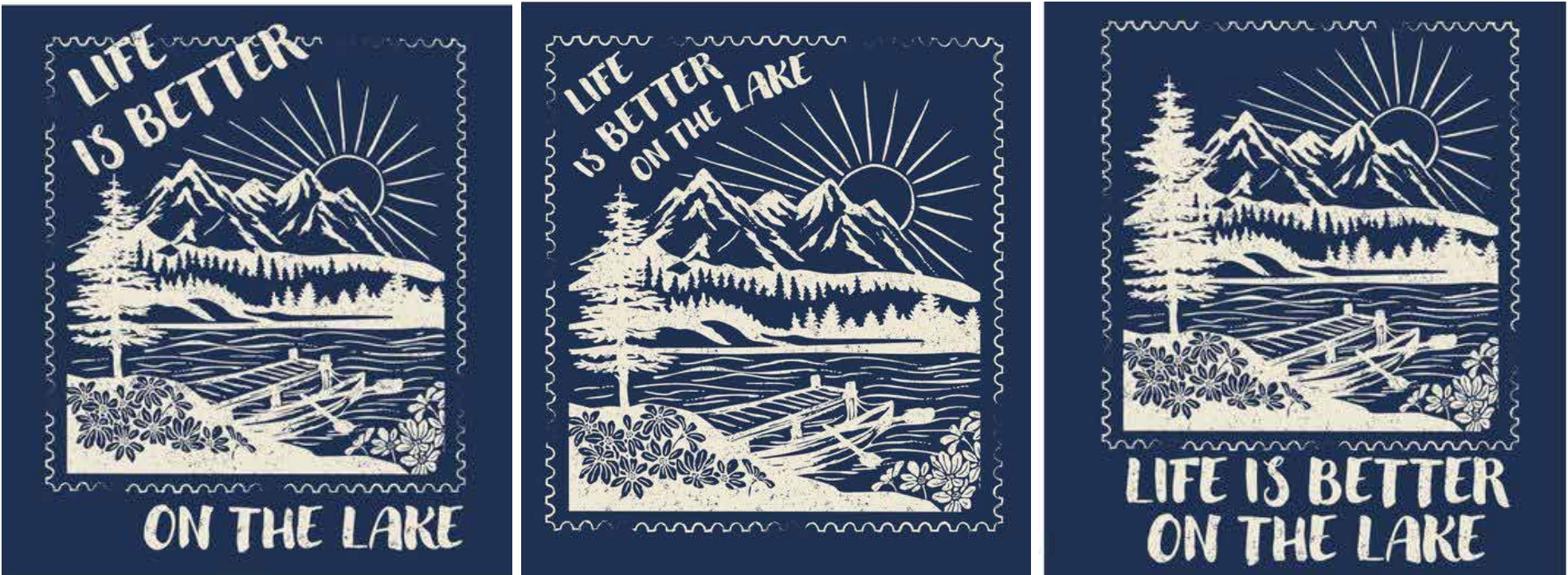
SUMMER TREND 'RIVIERA' GRAPHIC ORIGINAL ARTWORK

Below are examples of my original artwork and total style group of cads for the table graphics program in summer. The graphics program was significant, and motifs stretched beyond the seasonal trends to catch gaps in national brand sales. The RTW graphic tee program grew to a 2 million dollar business, up from 500k during my time as graphic designer.

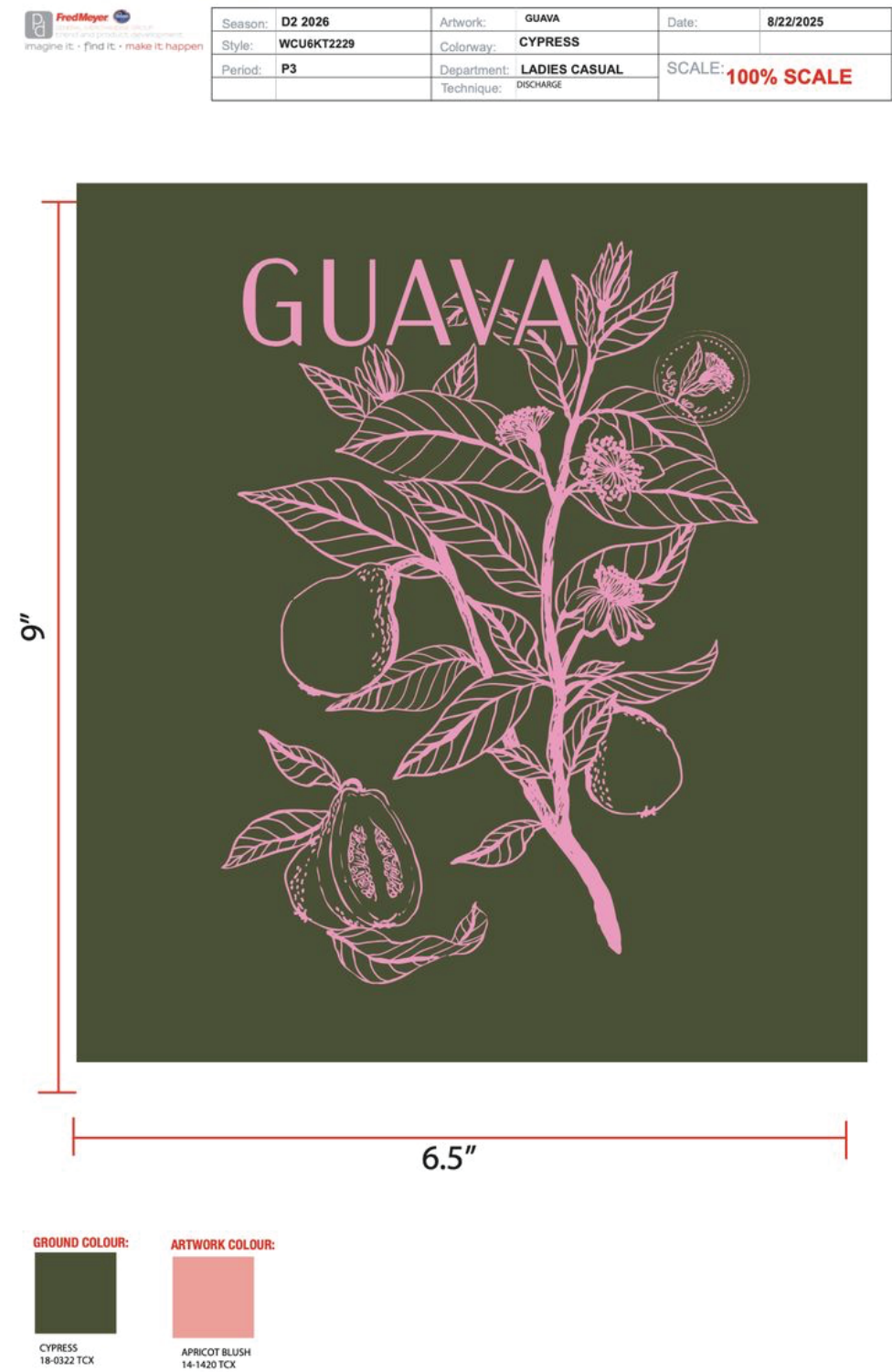


OIL GREEN 17-0115 TCX
MOONLIT OCEAN 19-4122 TCX

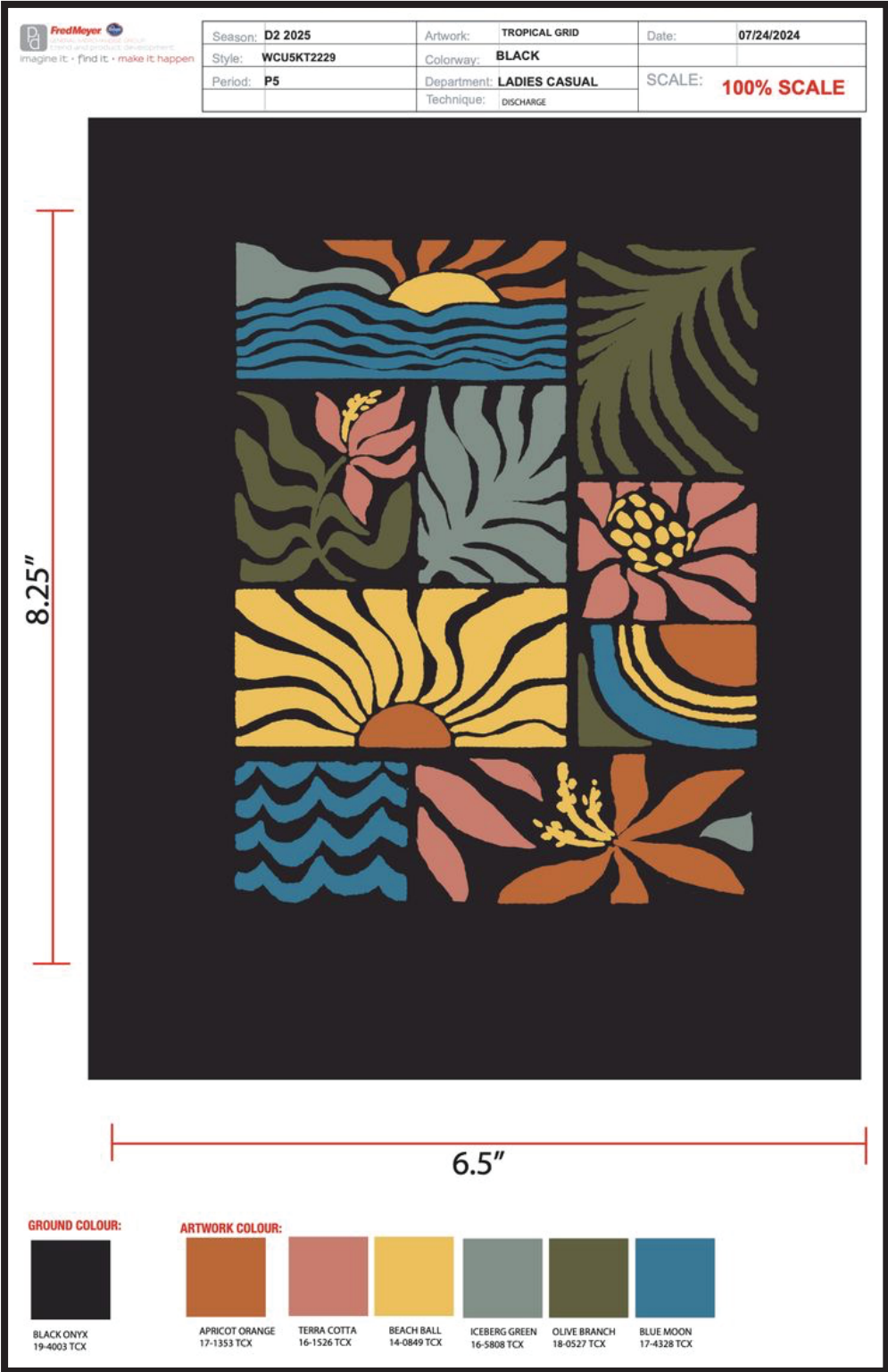
Below are two examples of my graphic artwork process. First is the lake graphic, with my proposed inspiration images to convey my art direction idea to my design partners. After approval of direction, I began sketching based off of market and past sales research and presented 2 verbiage options. After a preferred verbiage was chosen, I created 3 layout options- the designer chose the third option to proceed.



The second example shows my inspiration image in the bottom right corner, and then 4 color options of my original artwork. The artwork package to the right is the option the designer chose. When artwork is confirmed, I would created artwork packages with all the information the vendor would need to execute the artwork and then upload it to our PLM system so they could access it and begin the strike-off process.



This advert shows a best seller from the previous year- artwork package on the right. Buyer requested an updated version due to high selling. I submitted two options below as updates for the next year. On the left, n implied grid front chest placement and the right option to be an oversized back placement.



These are additional adverts from Dip of my original artwork with artwork packages below, and additional seasonal graphic artwork below that. The graphic tee table generally would have 16 graphics on it at a time.



Season:	D2 2025	Artwork:	SHELL GRID	Date:	07/24/2024
Style:	WCU5KT2229	Colorway:	TERRA COTTA		
Period:	P3	Department:	LADIES CASUAL	SCALE:	100% SCALE
		Technique:	DISCHARGE		

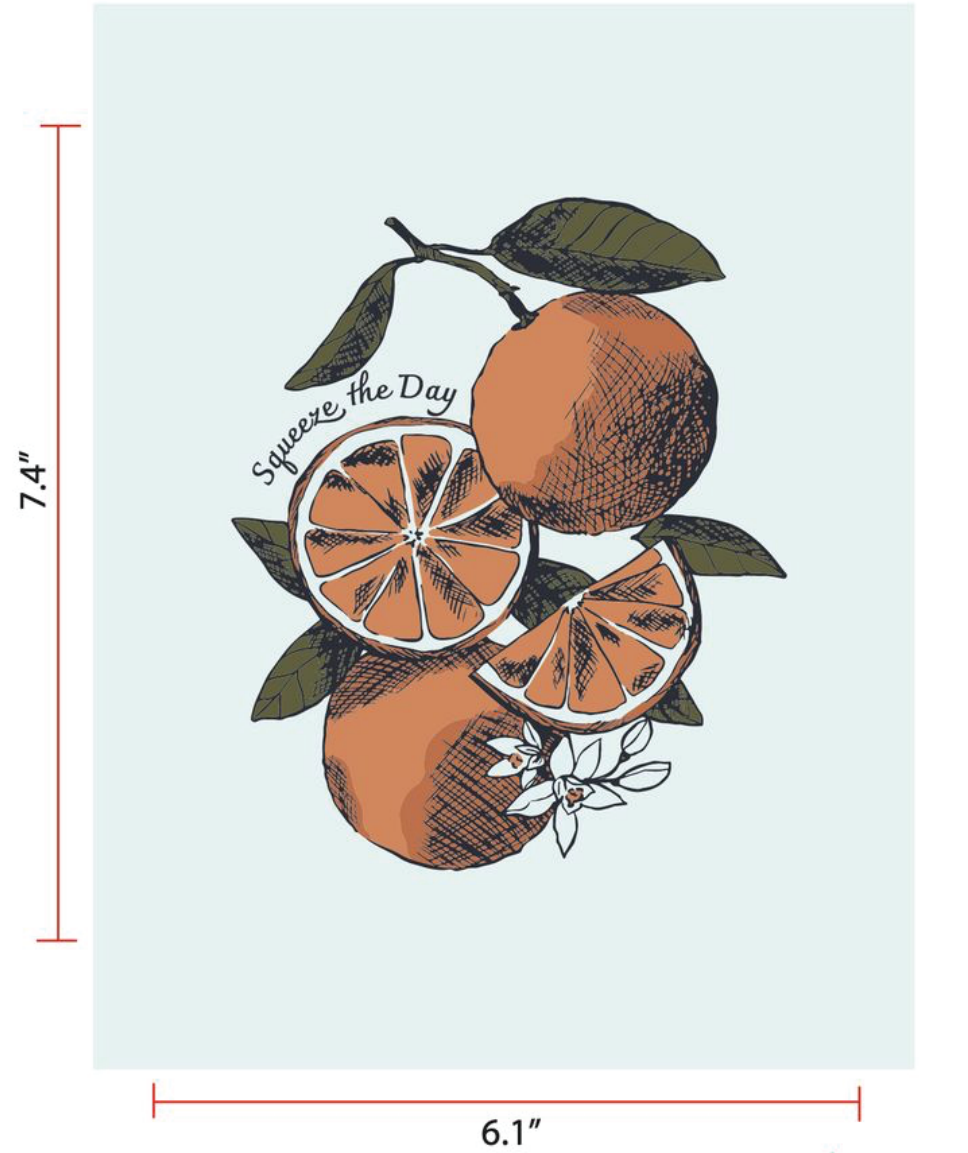


Season:	D1 2025	Artwork:	ORANGES	Date:	5/9/24
Style:	WCS5KT2229	Colorway:	DIAPHONOUS		
Period:	P13	Department:	LADIES CASUAL	SCALE:	100% SCALE
		Technique:	WATERBASED INK		



ARTWORK HAS DISTRESSED APPEARANCE OF GROUND SHOWING THROUGH- DO NOT PRINT THE DISTRESSED LOOK

GROUND COLOUR:	ARTWORK COLOUR:
TERRA COTTA 16-1526 TCX	PEACH FUZZ 13-1023 TCX



GROUND COLOUR:	ARTWORK COLOUR:
DIAPHONOUS 11-4607 TCX	OLIVE BRANCH 18-0527 TCX
	DUSTED CLAY 15-1429 TCX
	COPPER TAN 16-1338 TCX
	AFTER MIDNIGHT 19-4109 TCX
	PLUM WINE 18-1411 TCX

