

MARTIN QUERIO

CREATIVE DESIGNER

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer • June 2015 – Present Lonely Bot Studios

- Providing branding, graphics, and other design work for various clients.
- Created illustrations for the book "My Mommy is an Undercover Spy" by Britney and John Pickett.
- Created branding and assets for small businesses.

Creative Director • March 2023 – September 2023 The Key Dot Company

- Responsible for company project management and project oversight utilizing Monday and Google Workspace.
- Led a team in the successful launch of 3 new products, resulting in a 50% increase in ecommerce revenue.
- Utilized company brand-identity guide to develop branded marketing assets for digital channels, leading to 20% increase in brand recognition.
- Supervised freelance talent to create and execute marketing initiatives, resulting in 20% increase in CRM and enhanced brand recognition.

Creative Designer • May 2019 – March 2023 Rocket Mortgage

- Provided internal marketing designs and creative strategy, directly supporting leaders across the organization.
- Developed, maintained, and led a logo program that provided leaders with team logos that helped to elevate team culture.
- Leveraged Microsoft Office 365 Programs such as PowerPoint, Word, Sharepoint, and Excel for creative support alongside leveraging the Adobe Creative Suite.
- Managed creative team and projects using Asana and lead regular team huddles both virtually and in person.
- Oversaw the creation of a quarterly internal publication, leading to a 10% increase in employee engagement and improved team communication.

Design Intern • July 2018 – May 2019 Rock Ventures LLC

- Leveraged the Adobe Creative Suite: Photoshop, InDesign, Illustrator, After Effects, Acrobat, and Media Encoder for marketing design.
- Produced Field Guides for volunteer tour guides to use as training materials.
- Leveraged communication skills by giving tours and communicated with guests through various marketing channels such as email and print ads.

CONTACT

 martin-querio.com

 martinquerio@gmail.com

 [linkedin.com/in/mq-design/](https://www.linkedin.com/in/mq-design/)

 Ferndale, MI 48220

SKILLS

- Brand Identity
- Email & Digital Design
- Creative Direction
- Project Management
- Typography
- Logo Design
- Marketing Design
- Packaging Design
- Merchandise Design
- Social Media Management
- Communications
- Layout Design
- UI/UX Design

TOOLS

- Illustrator
- InDesign
- Photoshop
- AfterEffects
- PremierePro
- Figma
- Microsoft 365
- Google Workspace
- Monday.com
- Asana
- MacOS
- Shopify
- Amazon Seller Central

EDUCATION

B.F.A Graphic Design 2018

Northern Michigan University