



MIA MARTIN

miamartindesign.com

mrayemartin@gmail.com

EDUCATION

University of Illinois at
Urbana-Champaign

BFA in Graphic Design
with Highest Honors

2019-2023

GPA: 3.94/4.00

SKILLS

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Premiere

After Effects

Microsoft Office

Brand Development,
Strategy, & Identity

Photography

Image Retouching

Typography

UX / UI Design

HTML

WordPress

Keynote

Figma

Sketching

Animation

Industrious and dedicated graphic designer whose self-motivation and desire to learn drives creative ideas and strategic solutions in brand development and interface design. Recognized for positivity, flexibility, persistence, teamwork, strong written and verbal communication, and conscientious work ethic.

CREATIVE EXPERIENCE

School of Art + Design — December 2022–January 2023

Graphic Designer

- Transformed previous Graphic Design Career Fair website for Spring '23, forming an up to date and eye catching website for participating parties.
- Updated color palette and layout in HTML, forming an upbeat and cohesive digital design with straightforward information and color accessibility, allowing all users to easily navigate the site.

Die Werkwerkstatt — Helminghausen, Germany, June–July 2018

Assistant Printer and Designer

- Assisted in designing and printing over 100 branding and advertisement based clothing, sticker, vehicle, signage, and screen printed design projects while increasing company productivity in a fast-paced environment.
- Collaborated with a 6 person team to introduce and implement new designs.

Mia Martin Design — Ongoing

Designer and Photographer

- Independently designed a logo and branding for IVision, a Registered Student Organization at UIUC, greatly improving the group's advertising and identity.

ACADEMIC EXPERIENCE

Groove Cosmetics — January–May 2023

Graphic Designer

- Formed brand strategy and identity for a retro-inspired cosmetics company, reflecting the company's mission of encouraging self-love and connecting with shoppers to create a strong and approachable brand reputation.
- Developed packaging and shopping app for Groove's products, greatly improving the experience of shopping for cosmetics by customizing product selection and forming a community for advice and trustworthy reviews.

Chicagoland Lab Rescue — April–May 2023

Graphic Designer

- Created new brand identity and strategy for CLR, forming consistency across digital and print platforms and building brand awareness across the Chicago area and online.
- Creatively reflected the new brand through posters, billboards, packaging, and social media posts, communicating the brand's values and reaching a larger audience.