

MARTINAY. IGBERAESE

martinaigberaese.com | 901.647.8592
martinaigberaese@gmail.com

EDUCATION

Bachelor of Arts (Cum Laude) Journalism (Advertising)

University of Memphis

Bachelor of Fine Arts (Cum Laude) Graphic Design

University of Memphis

Digital Media (Semester Abroad)

Hochschule Ulm University of
Applied Sciences
Ulm, Germany

CERTIFICATIONS

User Experience Design Certificate

Cornell University

September 2021

Real Estate Certificate

Community College of Aurora

December 2019

TOOLS

Adobe Acrobat

Adobe Creative Cloud:

Illustrator, InDesign, Photoshop, XD

Balsamiq

Figma

Microsoft Office

Mac and PC Operating Systems

Experienced multidisciplinary designer with 10+ years in graphic design, adept at working in diverse settings including corporate, nonprofit, and small businesses. As a military veteran spouse, I have adapted to different environments and am driven to continue learning and expanding my skill set. I am eager to leverage my existing skills while developing new ones to contribute to its growth.

WORK EXPERIENCE

Graphic Designer

Freelance

Jan 2007 - Present

Remote

Create design solutions that help small business owners and non-profits better communicate with their audience.

- Conceptualize and design brand identities, advertisements, email campaigns, event and retail marketing materials, social media marketing, user interface elements, and website content.
- Design websites using CMS platforms while providing search engine optimization to increase website traffic.
- Manage design projects from conception to completion.
- Consult with business owners and industry experts on brand and content strategy.

Graphic Designer

Baker Donelson Law Firm

Oct 2010 - Feb 2012

Memphis, TN

One of two graphic designers on a small marketing team responsible for all marketing materials for the entire law firm, which is ranked as the 80th largest law firm in the U.S. with over 650 attorneys across 22 offices.

- Designed corporate law marketing products for industry events, user interface elements for the company's intranet and internet websites, and print marketing materials.
- Managed in-house and external printing of marketing materials.
- Collaborated with stakeholders on various creative products.
- Supervised and mentored intern.
- Recognized as one of the top legal marketing holiday card designs of 2010 by Fishman Legal Marketing Agency Blog within my first 3 months with Baker Donelson for my holiday card design and animated concept. My design was a printed card and an animated e-mail marketing campaign that was sent to the firm's clients and business associates.

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Multidisciplinary Designer

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LICENSES

Real Estate

Colorado #100091949

Nursing Aide

South Carolina #551679

Colorado #00776252

Tennessee #00186885

SKILLS

Graphic Design

Web Design

Wireframing

Branding

Marketing

Digital Media

Copywriting

Content Strategy

Search Engine Optimization

Basic HTML and CSS

AWARDS

Dean's Creative Achievement Award
Recipient University of Memphis - 2011

American Advertising Federation's Most
Promising Multicultural Student - 2011

11th Annual Graphic Design Student
Show judged by Fred Woodward - 2009

Silver Student ADDY Award (Logo,
Editorial Design, and Elements of
Advertising) - 2008

AIGA Merit Award for Holiday Card - 2008

Featured Artist in the 25th Annual Juried
Student Exhibition - University of
Memphis - 2008

2nd Place University of Tennessee at
Martin's Artists of the 21st Century
Exhibition - 2006

Art Teacher

Shelby County Schools

Jul 2009 - Jul 2010

Memphis, TN

Taught the fundamentals of art to 180 high school students using visual communication concepts, psychology-based principles of color theory and hierarchy, design aesthetic principles, and visual art concepts including composition and depth techniques.

- Implemented classroom procedures and management techniques.
- Developed a curriculum that provided students a comprehensive art experience.
- Collaborated with other art teachers to support curriculum with creative arts projects, art club events, art shows, and field trips.
- Evaluated students' competencies with weekly critiques and monthly assessments to assess the students' attainment of learning goals.
- Demonstrated art techniques with drawing, painting, and photography.

NOTABLE DESIGN PROJECTS

Keepsake Photo Booth

Graphic Design & Web Design Contractor

Designed company branding, website (desktop and mobile), print and digital advertisements, and improved website's ranking with search engine optimization (SEO). Strategized social media integration.

Gandhi King Conference on Peacemaking

Graphic Design Contractor

Redesigned conference branding. Designed print materials, posters, t-shirts, conference booklets, and itineraries, for 4 years, as the sole designer for the nonviolence conference.

Memphis Depot Business Park

Graphic Design Contractor

Conceptualized and designed an advertising campaign to bring more tenants to the business park. The ads appeared in B2B magazines and newspapers both regionally and nationally. The business park's occupancy increased by 30% during the run of the advertisements.