

FRANCISCO MARTINEZ SASO

A highly motivated, ambitious and skilled interactive & graphic designer always in search of a new challenge. Love to explore all kind of visual disciplines, from the different fields of design to photography, illustration and animation. Advanced skills in Adobe CS (specially Photoshop, InDesign, Illustrator and After Effects), with a good knowledge of HTML and CSS. Great attention to the detail, with the ability to produce pixel perfect designs, both as an individual and as a team member.

WORK HISTORY

March 2014-Aug 2017: Integrated designer at J.Walter Thompson. Working as a lead designer on a big variety of projects and new business pitches with a focus on digital executions such as websites, apps and social media content for Nestle brands, Bayer, Nespresso, Qatar Airways, HSBC and others.

March 2012-March 2014: Junior Designer at Byyd Ltd. Rich media advertising production for brands such as Universal Pictures, Renault, Vodafone or Sony. Providing sales & marketing team with branding assets, such as presentations, leaflets, quarter reports, banners, website images, etc.

Feb 2013-Jan 2015: Graphic designer on freelance basis for IQ Zone. Brand redesign, production of visuals, presentation decks, case studies, etc.

2010-2011: Several projects on freelance basis: Design of the corporate image for the nutritionist business "Ana Ribas"; production of illustrations published in Alifa magazine; creation of informative posters for the residence Joaquín Blume.

EDUCATION AND TRAINING

Sept 2011-Feb 2012: General English course in advanced level at MalvernHouse School, accredited by British Council.

Sept 2006 - July 2011: Bachelor of Fine Arts from the University Complutense of Madrid, specialising in graphic design.

July 2010: Course "The hidden Prado, the secret life of the museum", accredited by the University Complutense of Madrid.

2002 - 2004: Ortega y Gasset (High School), Madrid.

OTHER INTERESTS

All kind of stuff related with art, specially visual disciplines, music and literature. Currently trying to build some piano skills.

Love to travel and discover new places all over the world with friends and my camera. And coffee. I love coffee!

PERSONAL INFORMATION

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23th September 1986

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SKILLS

Photoshop	+ + + + + + + + +
InDesign	+ + + + + + + + —
Illustrator	+ + + + + + + + —
After Effects	+ + + + + + + + —
HTML / CSS	+ + + + + + + + —
Art Direction	+ + + + + + + + —
Illustration	+ + + + + + + + —

LANGUAGES

English	+ + + + + + + + -
Spanish	+ + + + + + + + +

