

I'm Francisco Martínez, a freelance designer with 12+ years of experience in some of the best London & Berlin agencies. I craft innovative visual solutions that transform and elevate brands. My expertise spans branding, campaign development, social media production, motion graphics and UI design.

WEBSITE

franciscomartinez.co.uk

PHONE

+34 603 310 410

EMAIL

fmartinezsaso@gmail.com

INSTAGRAM

@francisco_martinez_saso

SOFTWARE

Figma · After Effects
Photoshop · InDesign
Illustrator · Adobe XD
Lightroom

SKILLS

Integrated Campaigns · UI Design
Motion Graphics · Branding
Social Media · Art Direction
Video Editing · Photo Retouch
Photo Manipulation

LANGUAGES

English · Full professional proficiency
Spanish · Native or bilingual proficiency

EXPERIENCE

Freelance Designer
2017–Current

Having successfully managed my own design business for over 7 years, I have had the privilege of working with a diverse array of agencies (Media.Monks, AKQA, Rehab Agency, M&C Saatchi, We Are Social, Dentsu X, MullenLowe London, Grey, FCB Inferno, VCCP, BBH, Brandpie, Engine UK, The&Partnership, Wasserman, Edelman, Ekino, Laundry Service, etc.) and clients (Sony, Disney, Samsung, Chrome, Jägermeister, Guinness, WhiteClaw, Siemens, Bayer, Lenovo, Honda, KitKat, Tesco, BMW). Working in such diverse roles and environments has consistently pushed me out of my comfort zone, requiring me to stay current with the latest software developments and industry trends.
See a comprehensive list below ↓

LODE
Apr 2024 – Jun 2024 · 3 mos
Berlin, Germany · Remote

UI design and art direction for Cariqa. Design, storyboarding and art direction for OMIO Youtube Campaign. Internal comms campaign for ABB.

R/GA

Mar 2024 - Apr 2024 · 2 mos

London, United Kingdom · Remote

Social campaign development for SAMSUNG. UI pitch support for luxury clothing brand.

The&Partnership

Jul 2023 - Mar 2024 · 7 mos

London, United Kingdom · Remote

Social media, digital asset production & CRM design for Vuse and Velo brands.

Rehab Agency

Nov 2023 - Jan 2024 · 3 mos

London, United Kingdom · Remote

Working as lead graphic and motion designer, helping to define and develop the visual identity of the Disney Advertising CES 2024 event, both static and motion principles. Visualising and creatively executing some of the key moments of the Las Vegas show, such as the Tech Stack and the Audience Graph.

Wasserman

Jul 2023 - Jul 2023 · 1 mo

London, United Kingdom · Remote

UI design for Lenovo Formula 1® Partnership landing page.

Media.Monks

Oct 2022 - May 2023 · 8 mos

Berlin, Germany · Remote

Supporting on Chrome pitches and video campaign. Design and asset production for Siemens social media accounts. Developing Media.Monks internal branding.

Engine UK

Nov 2021 - Sep 2022 · 11 mos

London, United Kingdom · Remote

Working within a small, agile team as the head designer, I was in charge of every single design-related aspect of the studio. In the beginning my job was mainly focused on putting together pitch decks, which involved coming up with different visual routes, creating re-brands and visualising creative concepts. We won an astonishingly high number of new clients at a record time. As NGN LAB quickly developed and got established, my work shifted towards the creation of new campaign identities and the production of social media assets, both static and in motion. Photo retouching, image manipulation, video editing, motion graphics, ... I used every single skill at hand to deliver all sorts of creatives within the tightest deadlines.

AKQA

Aug 2021 - Sep 2021 · 2 mos

London, United Kingdom · Remote

Motion graphics for Rolls Royce product launch.

M&C Saatchi

Mar 2021 - Jul 2021 · 5 mos

London, United Kingdom · Remote

Developing integrated campaigns, website and app design as well as pitch work. Clients included HM Government, NHS, Kenwood, O2, Bahrain.

Edelman

Feb 2021 - Feb 2021 · 1 mo

London, United Kingdom · Remote

Integrated campaign for healthcare brand.

Ekino

Jan 2021 - Jan 2021 · 1 mo

London, United Kingdom · Remote

UI Design for SCV and Liberty Specialty Markets websites.

Laundry Service

Nov 2020 - Dec 2020 · 2 mos

London, United Kingdom · Remote

Social media campaign development and production for Amazon Music awards ceremony.

We Are Social

Jul 2020 - Oct 2020 · 4 mos

London, United Kingdom · Remote

Integrated campaign development and production with a focus on motion design for Guinness and Youtube.

Dentsu X

Jan 2020 - Jul 2020 · 7 mos

London, United Kingdom · Remote

Digital video campaign production for Sony and Honda. Developing visual styles and motion assets for American Express integrated campaign. Creation of social media assets for Lidl and ACCA.

M&C Saatchi

Jun 2019 - Dec 2019 · 7 mos

London, United Kingdom

Collaborating as part of the team in all sorts of client briefs, pitches and internal campaigns. With a focus on digital experiences, interface design and motion graphics, I also supported on the creation of layouts for several traditional advertising campaigns. Clients included HM Government, NHS, DWP, Bahrain, Moss Bros or Ladol.

ENGINE UK

May 2019 - May 2019 · 1 mo

London, United Kingdom

Working as a UI designer for E.ON projects. Supporting on the delivery of Engine's new website.

MullenLowe

Apr 2019 - Apr 2019 · 1 mo

London, United Kingdom

Supporting on an integrated campaign for a healthcare client.

Brandpie

Mar 2019 - Apr 2019 · 2 mos

London, United Kingdom

Working as UI designer on a EY Velocity dashboard.

HEAD

Nov 2017 - Mar 2019 · 10 mos

London, United Kingdom

Production of social campaigns for tennis Grand Slams (Wimbledon, US Open, Roland Garros, etc). Developing a unique look and feel and visual design system for each one, along with the static and motion rules that would apply

Grey London

Sep 2017 - Aug 2018 · 4 mos
London, United Kingdom

Supporting on the production of several digital and social media campaigns as well as some website design. Brands included Braun, Tuborg and Helly Hansen.

FCB Inferno

Feb 2018 - May 2018 · 4 mos
London, United Kingdom

Working as a digital designer supporting on the production of videos, websites and CRM campaigns for brands like BMW and Nivea.

VCCP

Apr 2018 - Apr 2018 · 1 mo
London, United Kingdom

Motion graphics support for Domino's Pizza digital campaign.

Uncommon London

Nov 2017 - Nov 2017 · 1 mo
London, United Kingdom

Supporting as an integrated designer on the visualisation of several creative ideas and internal documents.

BBH London

Oct 2017 - Nov 2017 · 2 mos
London, United Kingdom

Motion graphics support for Tesco digital campaigns.

JWT

Mar 2014 - Aug 2017 · 3 yrs 6 mos
London, United Kingdom

Working 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, and others.

Adfonic

Mar 2012 - Mar 2014 · 2 yrs 1 mos
London, United Kingdom

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, quarterly reports, banners, website images, etc.

EDUCATION AND TRAINING

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.