

Irene Martin



Current

📅 May 2023 - Present

Lead Graphic Designer | *Encoura (formerly RNL)*

As Lead I and produce recruitment marketing for high-priority higher education clients, taking campaigns from concept through finished assets across web, landing pages, digital, social, and print. Adapt each client's brand for different audiences while keeping every deliverable consistent with established brand guidelines. Manage multiple campaigns at once from kickoff to final production.

- Designed campaigns for lead generation campaigns that earned Best in Show and Gold at the 2024 and 2025 Educational Advertising Awards
- Build wireframes and prototypes in Figma and deliver production-ready assets and specs to developers
- Presenting creative concepts and results to clients, incorporating feedback to move projects to approval
- Contributed to internal brand initiatives for RNL, designing an AI product campaign and implementing it throughout the website and social media

📅 Jan. 2020 - Present

Freelance | *Black Luna Creative*

I design logos for small business clients and build and manage their websites, personally handling everything from concept and layout to launch and ongoing updates. Use Google Analytics to track traffic, user behavior, and conversions, then translate the data into design and content changes that improve how visitors find information and take the next step. I work directly with clients to understand their audience, adapt their brand across web, social, and print, and deliver clear, polished assets.

Education

📅 2008

Bachelor of Fine Arts in Graphic Design
Bowling Green State University

Awards

2024 & 2025 Educational Advertising Awards

Digital Lead Generation Campaign
BEST IN SHOW + Gold Winner
Ruffalo Noel Levitz

2019 Day of Giving CASE Award for Excellence in Educational Fundraising
University of Findlay

2016 CASE Circle of Excellence Bronze Award for University Branding
University of Findlay

Skills

Adobe Creative Suite
Figma
Wordpress
Squarespace
Salesforce Marketing Cloud
Sendgrid
SharePoint
Project Management
Basecamp
Freshdesk
Workamajig
Google Workspace
Google Analytics

Experience

📅 July 2022 - May 2023

Assistant Art Director | *University of Findlay*

Managed the creative team, including design, videography, and social media. Duties included managing the university's visual brand and the brands of the university's affiliate organizations, coordinating all creative team projects, managing the official licensing program, and providing oversight on brand initiatives.

📅 Jan. 2020 - July 2022

Senior Graphic Designer | *University of Findlay*

With the promotion to Senior Graphic Designer, added responsibilities included providing branding oversight on university owned social media accounts, art direction on the twice-yearly alumni magazine, and managing a team of design and social media students.

📅 May 2014 - Dec. 2019

Graphic Designer | *University of Findlay*

Collaborated with a team of marketers and internal university clients to develop print and digital materials, including coordinating printing and photo shoots. Responsible for all graphic design projects for University Advancement, Alumni, Mazza Museum, Student Activities, and Arts Events.

Extended Experience

📅 April 2010 - May 2014

Graphic Designer | *Pukka, Inc.*

📅 Dec. 2008 - April 2010

Graphic Designer | *Bird House Printing*

📅 2007 - 2008

Graphic Design Intern | *Hardy Communications & Marketing*