

# Storm Martin

Designer

I'm a Graphic & Multimedia Designer with 7+ years of experience specializing in branding, website design, motion graphics, and digital marketing visuals. I create high-impact designs that enhance brand identity, user engagement, and storytelling across multiple platforms. With a strong background in graphic design, motion graphics, and UI/UX, I've helped brands establish a distinctive digital and visual presence. My design process is rooted in creativity, strategy, and technical expertise, ensuring every project is both visually compelling and results-driven.



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## Skills and Experience

### Technical skills & Software tools

- Figma
- Cascading Style Sheets (CSS)
- HTML
- Adobe Suite
- After Effects

### Professional skills

- Graphic design
- Video Editing
- Web design
- Paid Ads design
- Social Media Content Creation
- Branding and Identity
- Google Ads
- Email Marketing
- Communication Design
- Motion & Visual Design
- Animation

### Industry Experience

- FMCG, Retail & Consumer Goods
- Healthcare, Medical, Health & Wellness
- Transportation
- Fashion & Beauty
- Education
- Entertainment & Leisure

## Work Experience

Feb 2022 - Current

### Graphic Designer

Outsourcery

- Responsible for a variety of projects, including retouching, animation, Google banners, brochures, print and social media content creation.
- Using Adobe Photoshop, Illustrator, indesign, After Effects, and other graphic design software to create visually appealing and engaging designs.
- Work closely with clients to understand their needs and deliver designs that met their expectations. Successfully completed all projects on time and within budget.

Jan 2020 - Jan 2022

### Freelance Multimedia Designer

Ruby Digital

Tasked with creating digital and social media posts for multiple clients in a variety of fields. Creating static and video, long and short form for their clients.

- Social media content creation.
- Animation and 2D animation.
- Video editing and walkthrough video.
- Image retouching.
- GDN banner creation.
- Emailer creation.

Apr 2023 - Aug 2023

### Multimedia Designer (freelancing)

Flash Group

Designed and developed digital, print, and animated content for the company and its branded partners. Worked with cross-functional teams to create engaging and effective marketing materials. Managed the design process from concept to completion, ensuring that projects were delivered on time and within budget. Successfully launched several marketing campaigns that resulted in increased brand awareness and sales.

Jan 2017 - Jan 2022

### Head of Design

Adhesion

#### Head of Design (2021 - 2022)

Led a team of designers in the creation of marketing materials, including brochures, animations, and videos. Worked with clients to understand their needs and develop creative solutions. Managed the design process from concept to completion. Successfully delivered projects on time and within budget.

#### Other duties:

- Receiving and interpreting briefs
- Administration (images and assets)
- Content creation
- Animation and video editing
- Image retouching, and rendering
- POS creation, packaging, GDN banner creation, emailer creation

## Education & Certifications



Bachelor's Degree in Design

Inscape Education Group

