



# MARTIN SARACCO

Graphic Designer



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## OBJECTIVE

Learn, listen and try. Make my best for the company and the clients. Improve my professional skills and giving an opportunity to be in touch with what I like more: arts and culture.

## PROFESSIONAL SKILL

Illustrator	●●●●●○
Photoshop	●●●●●○
Branding	●●●●●○
Indesign	●●●●○
Wordpress	●●●●○
HTML/CSS	●●●●○
Adobe Premier	●●●○○
Mailchimp	●●●○○
Magento	●●●○○

## INDIVIDUAL SKILL

Determination	●●●●●●
Passion	●●●●●●
Creativity	●●●●●●
Adaptative	●●●●●●
Teamwork	●●●●●●



## PERSONAL INFORMATIONS

Date of Birth:  
Feb, 07, 1982

Nationality:  
Italian/Argentinian



## PERSONAL INTERESTS

Music production	●●●●●●
Drums	●●●●●●
Guitar	●●●●●●
Films	●●●●●●
Games	●●●●●●



## EMPLOYMENT

### Walplus

London  
04/2015 - 04/2016  
www.walplus.com

#### LEAD GRAPHIC DESIGNER

- Produced email marketing campaigns, created brand and print material such as product catalogs, brochures, cards, posters, stands and other. Photographed and retouched product images for the company website and prints. Prepared files for print. Website maintenance, banners and improve the user interface of the website. In this company I've worked in charge of another two designers, working together with the marketing and sales team.

### Graphic Designer

Freelancer  
2013-Present

#### GRAPHIC DESIGNER FREELANCER

- Branding and Identity solutions for more than 100 clients in Europe and Latin America.
- Top Ranking Position in Workana users (The most important website for freelancer jobs in Latin America).
- Most of 22k followed and 11k appreciations on Behance (The leading online platform to showcase & discover creative work).
- References in important blogs and design websites like: Abduzeedo, From Up North, Design Instruct and many others.

### Like This Art

Brazil  
2012-2013

#### GRAPHIC DESIGNER / CREATIVE DIRECTOR

- Created in 2012, this personal project was a important step for my freelancer career. Building the brand, included website, packaging engraved with laser, products using recycled vinyl records, prints, marketing plan and others. In the first 6 months, this project had sold more than 3000 products and had recognition in important design blogs of Brazil and Portugal.

### RUTHLESS

Brazil  
2010-2012

#### JUNIOR GRAPHIC DESIGNER

Produced print material such as cards, flyers, posters, packaging. Photographed and retouched product images.



## EDUCATION

### TATTOO ARTIST BASICS

Argentina  
2012 - 2013

#### BUENOS AIRES TATTOO SHOP

A basic understand about drawing, use tints and colours, health and safe, how to use the machines and needles and another elements to tattooing the body.

### ADVERTISING AND MEDIA

Brazil  
2008-2011

#### UNIVERSIDADE ESTÁCIO DE SÁ

Estácio de Sá University is one of the most prestigious Universities of Advertising and Media in the south of Brazil. In the first semester I became an outstanding student when I won the "Work Interdisciplinary Creativity Award in Silver Category". Later this work idea was becoming a national campaign for one of the largest NGOs in Brazil: CDI.

### GRAPHIC DESIGNER PROGRAM

Brazil  
2007-2008

#### SENAC - SANTA CATARINA

An introduction for the Graphic Design world, typography, colours, theory and how to use the Adobe Creative Suite Softwares (Photoshop, Illustrator, Indesign).

### INTRODUCTION TO DIGITAL PHOTOGRAPHY

Brazil  
2007

#### UFSC - SANTA CATARINA

An introduction to the digital photography, how to configure the camera, obturation and focus.

### 3D STUDIO MAX

Brazil  
2006-2006

#### SENAC - SANTA CATARINA

In this course I've learned an introduction to the 3D world, how to use lights, forms and different renders. I use this learning always when I need create an image in a fictional situation, changing lights, shadows and perspective.

### Psychology

Brazil  
2000-2003

#### UNIVERSIDADE UNISUL

This university helped my career as Graphic Designer in different situations, explaining the reasons to use different objects, colours, forms in my projects and in principal, about how to talk with clients and co-workers.



## LANGUAGES

### ENGLISH

Advanced

### SPANISH

Native or bilingual proficiency

### PORTUGUESE

Native or bilingual proficiency

### ITALIAN

Basic