

# Danny Martinez

## Branding and Identity Designer

San Francisco, CA 94102

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Portfolio

### Strategic and Creative Branding and Identity Designer

Experienced branding and identity designer with eight years of expertise in crafting visual identities that resonate with target audiences. Skilled in logo design, brand storytelling, and typography. Passionate about developing cohesive branding solutions that drive recognition and loyalty.

## Professional Experience

### Brand Identity Designer

Elevate Branding Studio | San Francisco, CA

April 2019 - Present

- Designed branding materials for over 50 companies, improving brand recognition by an average of 35%
- Develop comprehensive style guides to ensure brand consistency across platforms
- Conduct client workshops to refine brand storytelling and positioning

### Graphic Designer

Design Vision Agency | San Francisco, CA

June 2016 - March 2019

- Created custom logos and branding packages for startups and small businesses
- Assisted in packaging and merchandise design for consumer goods brands
- Designed marketing assets that improved audience engagement across social and print media

## Education

San Francisco State University | 2016

**Bachelor of Fine Arts in Graphic Design (B.F.A.)**

## Key Skills

Logo design and brand identity



Visual storytelling



Typography and color theory



Packaging and merchandise design



Adobe Creative Suite



Client collaboration



## Certifications

- Adobe Certified Expert (ACE) – Illustrator | 2017
- Certified Brand Strategist (CBS) | 2019