



MARTIN  
MERIDA

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## EXPERIENCE

2017 - CURRENT

### SENIOR UX DESIGNER NATIONAL INSTRUMENTS

- Design UX flows, wireframes, prototypes, and final visual designs for all digital needs for NI.
- Create highly detailed annotations for developers to include CSS and functionality requirements as well as animation mockups.
- Leading the UX design discovery in project kickoffs.
- Researching data to discover layouts and UI patterns that not only improve performance, but to better serve our users.
- Consult project teams on ongoing improvements in an agile environment.
- Advisory expert in meetings and discussions on all digital creations.
- Responsible for upholding, adding to, and maintaining the design pattern library, style guide, and design sign off for code base for any and all digital deliverables.
- Collaborate with Developers, UX Researchers, Copywriters, and Information Architects to create the best outcomes for our users.
- Create proposals on new technologies and processes to adopt.

2014 - 2017

### SENIOR UX DESIGNER TRADEMARK MEDIA

- Design UX strategy and Visual Designs for responsive websites including conception in wireframes to final visual designs.
- Create logos and branding materials internally and externally.
- Responsible for leading the design portion of discovery sessions with clients in a highly collaborative process.
- Work with development to create style guides and functional requirements for mobile, tablet and desktop.
- Write monthly design articles for the Trademark Media Blog.
- Edit videos for the Trademark Media website and for the internal video portfolio.
- Continuing education and contributing to team culture.

CREATIVE/ART/UI/UX/DESIGNER

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## TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Dreamweaver
- Adobe Premiere
- Adobe Flash
- Adobe XD
- Adobe Edge Reflow
- Adobe Animate
- Microsoft Word
- Microsoft Powerpoint
- Microsoft Outlook
- Sharepoint
- Axure
- Perforce
- JIRA
- Basecamp
- Teamwork
- Pro Workflow
- Google Docs
- Google Analytics
- Mac / PC

2013 - 2014

**VP & CREATIVE DIRECTOR**

**15WINKS**

- Designed UI for the world's first 15 second mobile video dating app launched for iOS and Android.
- Oversaw, managed, and designed UI, wireframes, user flows, case studies, branding, web design, video direction as well as marketing and advertising sales support.
- Managed remote teams of developers and designers in India and Dallas, three team leads reported to me.

2012 - 2013

**CREATIVE DIRECTOR**

**FASTFAN**

- Designed web/mobile platforms for a start-up digital download social game for music.
- Responsible for brand development, web design, UI design, marketing and advertising including business plan and sales strategy integration, as well as event planning
- Co-marketed with the Texas Chapter of the GRAMMYS® at SXSW.

2012

**SENIOR ARTIST**

**SPACETIME STUDIOS**

- Designed and spearheaded UI for mobile video games: Dark Legends and Arcane Legends as well as ongoing UI work for previous titles: Pocket Legends and Star Legends.
- Created artwork for icons, NPC characters, and dialogs for mobile and tablet devices for Android, iOS, Chrome and Desktop.

2011 - 2012

**UI DESIGNER**

**ZYNGA**

- Designed UI for Zynga Facebook video games using vector designs and flash integration such as heads up displays, button and icon sets, character art assets and Flash animations such as twinkling stars or moving arrows.
- Worked in collaboration of several game teams including programming. I was the creative point of contact for 2 developers.
- Worked in an agile process utilizing Kanban cards in conjunction with Project Managers.

**EDUCATION**

The Art Institute of Dallas

Visual Communications (1998)

**SKILLS**

- Identity Design
- Illustration
- Web Design
- Responsive Design
- UI/UX Design
- Wireframing
- Prototyping
- Storyboarding
- Marketing
- HTML
- CSS
- Video Editing
- AGILE
- Waterfall
- Kanban

2010 - 2011

**WEB ARTIST II**

**SONY ONLINE ENTERTAINMENT**

- Designed websites, advertisements, and supporting online media for MMO game titles: DC Universe Online, Star Wars Galaxies, Everquest, Everquest II, Everquest II Extended, FreeRealms, and Magic the Gathering in conjunction with the San Diego SOE team.
- Responsible for designing the 2011 Japan Tsunami Relief effort Cherry Blossom art sold in all of SOE's online games, as featured on Mashable.com, helping Sony to raise 3.6 million for the relief in the first week alone.

2008 - 2010

**EXECUTIVE CREATIVE DIRECTOR**

**FIRETIDE CREATIVE**

- Designed Marketing, Advertising, Creative, Identity, corporate branding, and print/web/television creative for our clients.
- Integral part of sales acquisitions and new client scouting, onboarding 35 new clients as part of this initiative.
- Designed the most successful B2B product launch to date for National Brand, Faultless® By Nature, measured in client's product sales.

2006 - 2008

**EXECUTIVE CREATIVE DIRECTOR**

**GOOD GOLIATH**

- Led marketing and advertising campaigns for our respective clients through logo design, corporate branding and print/web/television production.
- Developed national print advertising campaign for Inflatable Wonderland in cooperation with Kellogg's® Rice Krispies® brand

2004 - 2007

**ART DIRECTOR**

**CELEBRATION**

- Created their Marketing Program and Creative Services.
- Performed creative and account executive roles within its many branches and departments while keeping track of production schedules and job estimates.
- Redesigned corporate identities for Celebration Church and its supporting entities.
- Established a graphic/video library to be used throughout television, print, and web.

**COMMUNITY**

Served a year term on the Board of Directors for Maggie's Hope, a Non-profit helping families of children diagnosed on the autism spectrum.

Served The Arc of Texas and Texas Advocates. Both Nonprofit charities help those with intellectual and developmental disabilities.

Currently serving the Greater Round Rock Community Foundation with a re-branding effort for itself as well as its sister organizations and giving circles.

Volunteer at Meals on Wheels by doing a monthly route to deliver meals to families in need.

2001 - 2004

**ART DIRECTOR  
SHORELINE**

- Led creative and art styles for print/web/television
- Managed print publication of in-house monthly magazine.
- Produced Conferences: Women's "Shine" and Men's "The Game".
- Managed and produced bi-quarterly direct mail campaigns aimed at new conversion.
- Produced advertisements and other promotional collateral while overseeing production.

1999 - 2001

**ART DIRECTOR  
EPICREALM**

- Designed corporate identity and marketing pieces in collaboration with advertising agencies.
- Designed trade show booth for Spring Internet World Conference in Los Angeles, CA
- Conceptualized and created marketing tools for the epicRealm sales.
- Published print ads featured in select local and national publications including The Wall Street Journal.

1998 - 1999

**ART DIRECTOR  
SELAH ASSOCIATES AD AGENCY**

- Led creative and art styles for print/web/television
- Managed print publication of five markets of the Youth Sports Today Magazine in the Dallas Metro Area.
- Created a comic strip for Youth Sports Today: "Cosmo and Griff".
- Produced advertisements for Cantoni Furniture, Dallas Cowboys, Dallas Stars, Texas Rangers and Dallas Mavericks Produced TV ads for Main Event, The Bronco Bowl, Cantoni Furniture and AMC Bowling's "Bowl for a Buck"
- Oversaw production press checks and consulted with clients regarding marketing goals and design execution.

**AWARDS / FEATURES**

Hermes Creative Awards Platinum Winner. Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional materials and programs, and emerging technologies. 15Winks won a Platinum Award for UI Design when I served as the Creative Director.

Featured on Mashable.com for the artwork I created sold in Sony Online Entertainment's in-game titles as a donation to the red cross, raising a total of almost 50 million dollars for the victims of the 2011 Tsunami in Japan.

Became a voting member of the GRAMMYS® in 2013. (Not currently a voting member).

Earned a Community Service Award from The Arc of Texas and Texas Advocates for ongoing pro bono work done for both affiliated charities.