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# MY NAME IS LUIS ALEJANDRO MARTÍNEZ FLORES, and I specialize in conceptualizing beautiful ideas and bringing them to life.



## EXPERIENCE

### McCann Health (08/2021 - Present)

#### Healthcare Communication Network - New York

- Design presentations for McCann's Health's clients.
- Lead team meeting and updates on current projects.
- Assess client's requirements and requests.
- Update of charts and graphs for digital usage.

### The Blackstone Group (05/2019 - 02/2020)

#### Investment Firm - New York

- Implementing the new brand style guide for presentations.
- Design brochures and upsating digital assets.

### Prudential Financial (11/2018 - 04/2019)

#### Financial Products & Services - New Jersey

- Managing projects from inception of the content with editors, to the final rendition, ready to print and/or distribute digitally.
- Leading team meetings about current projects.
- Audience research & data analysis for future campaigns.

### Douglas Elliman (09-11/2018)

#### Real Estate Company - New York

- Designing brochures for new brokers.
- Creating eblast and social media content for future events.
- Pitch Deck design.
- Production of diagrams, infographics, and charts.

### Conduit Global (01-08/2018)

#### Cloud Contact Center Solutions - New York

- Rebranding.
- Presentation design for potential investors.
- Website redesign.
- Printed material design.

### BioReference Laboratories (05/2015 - 11/2017)

#### Biological Research Laboratory - New Jersey

- InheriGen, GenPath Women's Health, and LBS rebrand.
- Design of posters, flyers, and brochures used in health conferences from organizations, such as: NSCG, ACMG, ASHG, etc.
- Design of packages containing kits meant for patients tests.

### DecoratorsBest (2015)

#### Interior Decoration E-commerce - New York

- Newsletter & blog re-design.
- Creation of mobile site assets.

### Emagid (2015)

#### Web Solutions Agency - New York

- Web & interface design.
- Simultaneous creation of web banners, social media ads, digitals campaigns, and other digital assets for different clients across different industries.

### Idea Marketing (2011 - 2015)

#### Marketing Agency - Denver

- Product & industry research.
- Concept development in a fast paced environment.
- Creation of assets to be used on digital and print work.
- Creation of digital & printed content.

### Red Panda Network (2013 - 2015)

#### Non-profit Organization - San Francisco

- Conceptualization & design of digital/printed posters, infographics, and brochures.
- Raising donations & bringing awareness.
- Email re-design.

## SKILLS

### Design & Art Direction

- Logo Creation
- Presentation Design
- Branding & Digital Campaign
- Typography, Layout, & Color Theory
- App & Web Design
- Blog & Newsletter Design
- Photography & Photo Manipulation
- Drawing, Painting, & Sketching
- Video Production/Editing

### Technology

- Adobe Creative Suite (Photoshop, Illustrator, & InDesign)
- After Effects, Flash, & Sketch
- Final Cut & Premiere
- PowerPoint & Keynote
- Microsoft Office & iWork
- Social Media Manage
- Dreamweaver (CSS, HTML)
- Wordpress & Squarespace

### Communication

- Spanish & English Languages
- Positive Attitude & Good Humor
- Versatile & Innovative
- Cooperative & Open Minded
- Eager to learn and to mentor
- Responsible & Hard Working
- Creative & Professional Writing
- Time Management
- Good Leadership & Teamwork

## EDUCATION

### Google Academy for Ads (2021)

AdWords Search Certification

### Full Sail University (2012 - 2014)

Digital Arts & Design, Bachelor of Science Degree

### New York Film Academy (2012)

Creative Scriptwriting, Diploma

### Vancouver Film School (2009 - 2010)

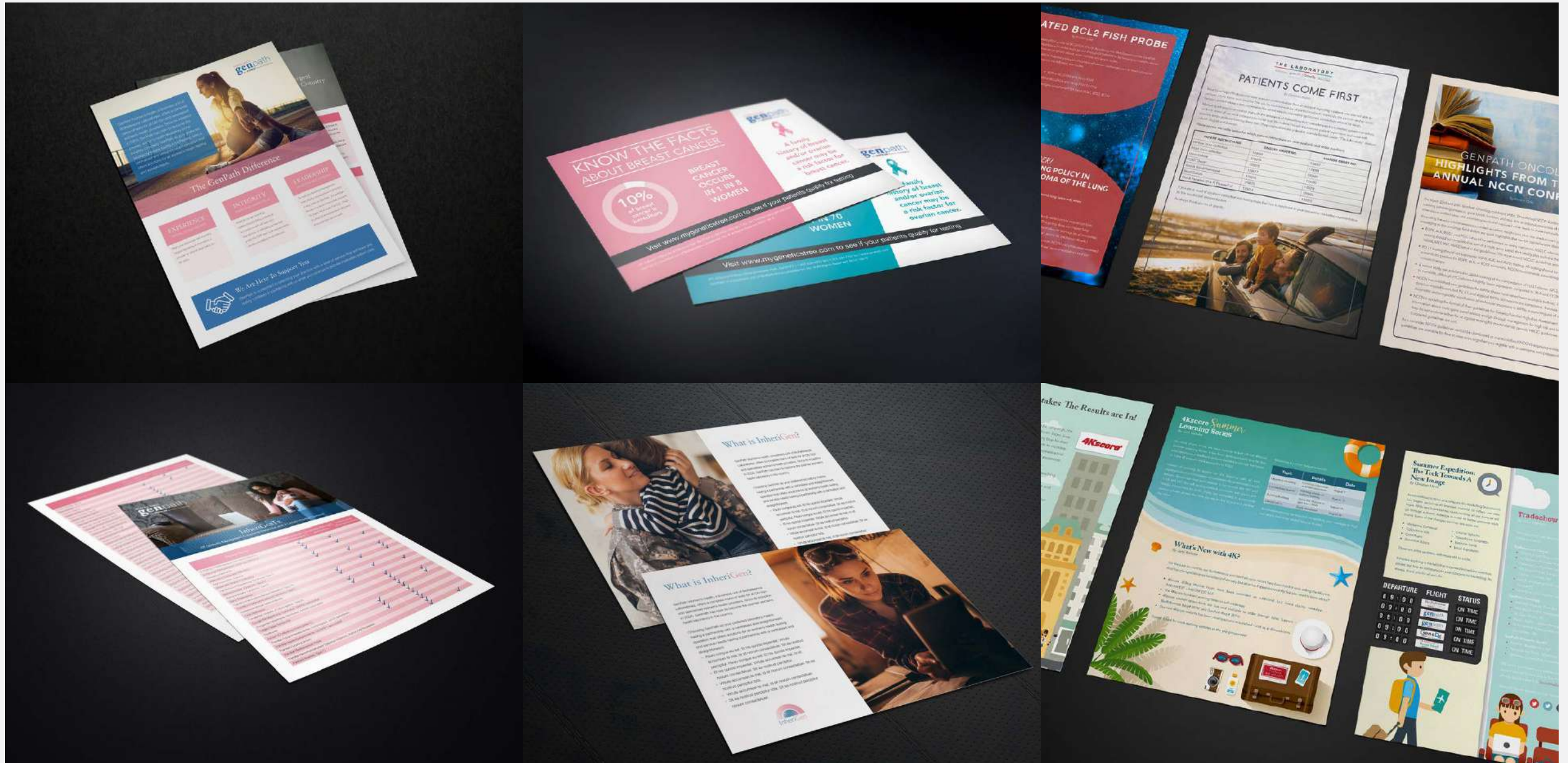
Foundation of Visual Art & Design, Diploma

## ABOUT ME

I am a graphic designer with over 9 years of experience. For the past two years I have been freelancing for numerous industries, including, real estate, finance, communications, insurance, and advertising.

Prior to freelancing I was the senior graphic designer at a multinational corporation in the health industry. I rebranded two of their largest branches and worked every day on a wide variety of digital and printed projects simultaneously.

Currently, I'm looking for a new company to call home so that I can continue to grow and develop as a designer.



### Projects

Genpath Women's Health, InheriGen, 4kscore  
(BioReference Laboratories)

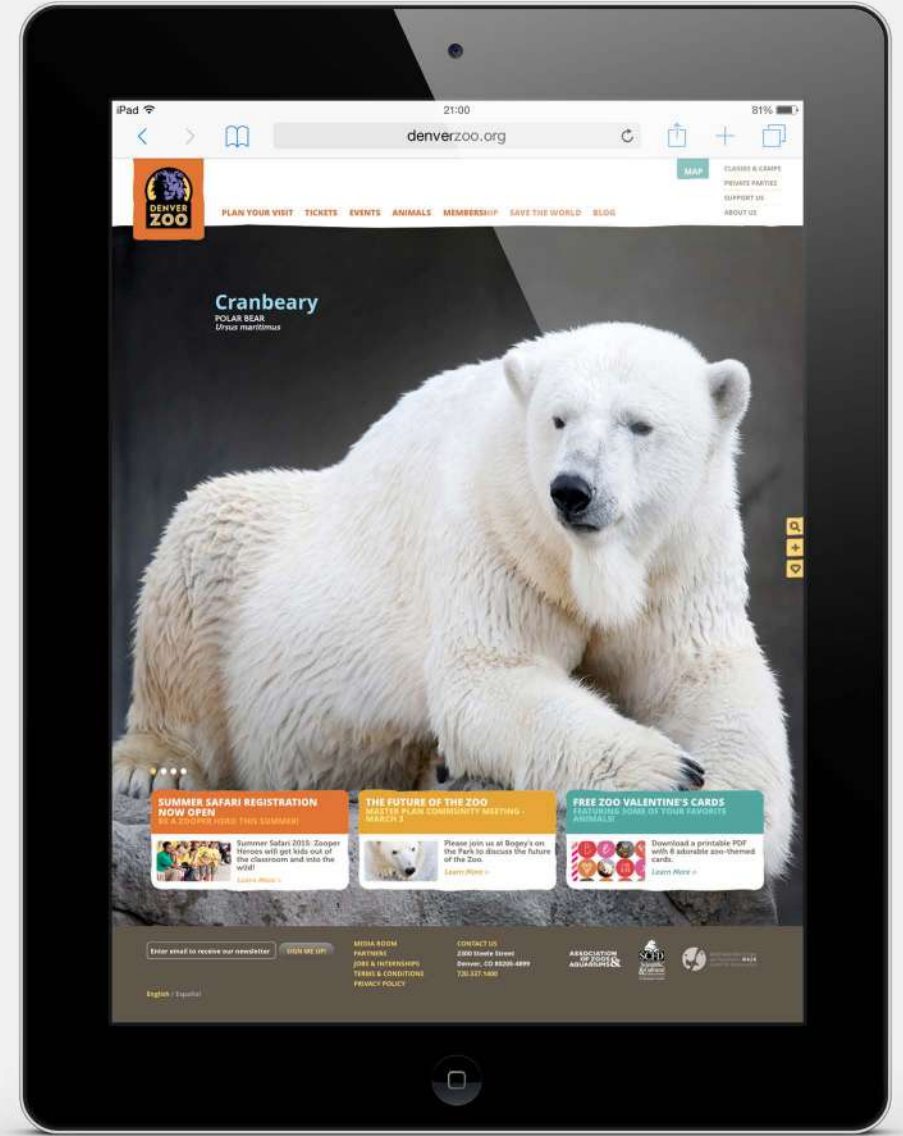
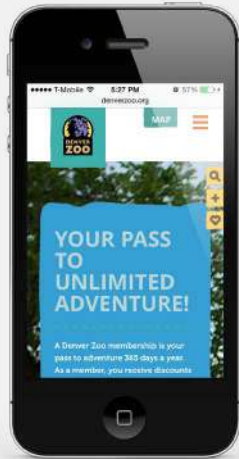
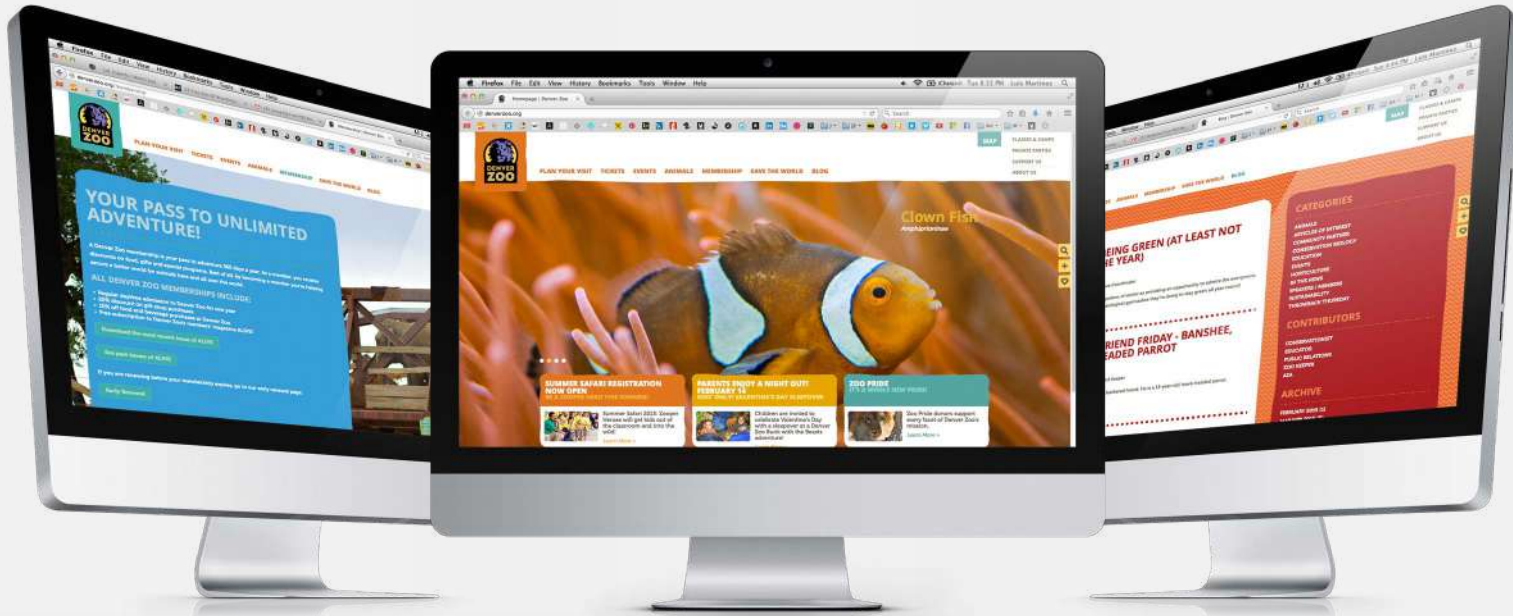
Print Design | Photo Manipulation | Image Compositing | Illustration

### Description

These are a series of one-sheet flyers and printed newsletters I designed during my time at BioReference.

I was also the lead designer for the rebranding of Genpath Women's Health (left & center column)





LUIS ALEJANDRO  
**MARTINEZ**

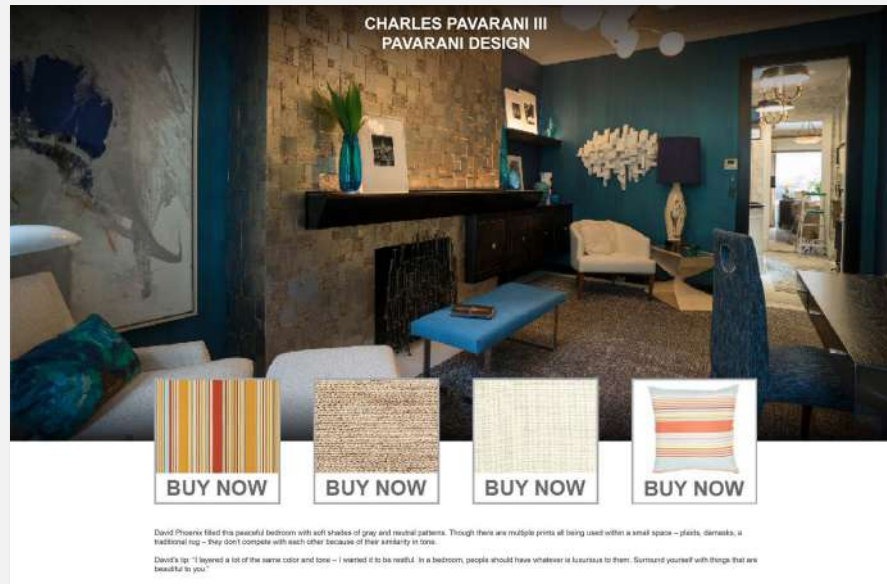
## Projects

Denver Zoo (Through Idea Marketing)  
Web Design | Mobile Design | Image Compositing | Digital

## Description

For this project I worked alongside my art director, Patricia Lepiani, from Idea Marketing, and together we brainstormed ideas about the direction we wanted to take for this site. However, after we finished the main sites on different platforms, I was tasked to finish the rest with the same theme.





**Projects**

DecoratorsBest  
Web Design | Blog Design | Sale Graphic | Digital

**Description**

While I worked at DecoratorsBest I was in charge of creating their digital newsletter, blog, digital campaigns, among other things.





**Projects**

4kscore, Genpath Oncology, Genpath Women's Health (BioReference Laboratories)

Print Design | Photo Manipulation | Image Compositing | Illustration

**Description**

These are a series of brochures I designed during my time at BioReference,

I was also the lead designer for the rebranding of Genpath Women's Health (right column)



# Red Panda Fact Sheet



**WEIGHT**  
5.4–9 Kg  
(12–20 lb)

**HEIGHT**  
23–25 cm  
(9–10 in)

**LENGTH**  
TAIL: 30–50 cm (12–20 in)  
HEAD & BODY: 50–65 cm (20–26 in)

2 is the average number of offspring. (It tends to vary between 1 and 4)

## DIET

80% of their diet consists of **BAMBOO**, **FRUITS**, **BUGS**, and **EGGS**

Also Known as **Firefox** or lesser panda (but we hear they don't really like that name)

Firefox got their immensely unique name and logo in **Support of Red Pandas**

### 50%

of all red panda's habitat is in the Eastern Himalayas, which is being greatly impacted by deforestation and habitat loss.

#### Eastern Himalayas

Recent data suggests that red panda population numbers may be as low as 2,500. Due to continuous loss of habitat and wildlife trading, the existing population is expected to experience additional declines of at least 10% every 10 years.

## BUT WHAT CAN YOU DO?

### SPREAD THE WORD!

(MOST PEOPLE HAVE NEVER EVEN HEARD ABOUT RED PANDAS)

**ADOPT A RED PANDA!**  
SPONSOR A FOREST GUARDIAN

### LEARN MORE

ABOUT HOW YOU CAN HELP SAVE A SPECIES FROM EXTINCTION AT [REDPANDANETWORK.ORG](http://REDPANDANETWORK.ORG)

## THANK YOU

**BECOME A MEMBER OF RED PANDA NETWORK**



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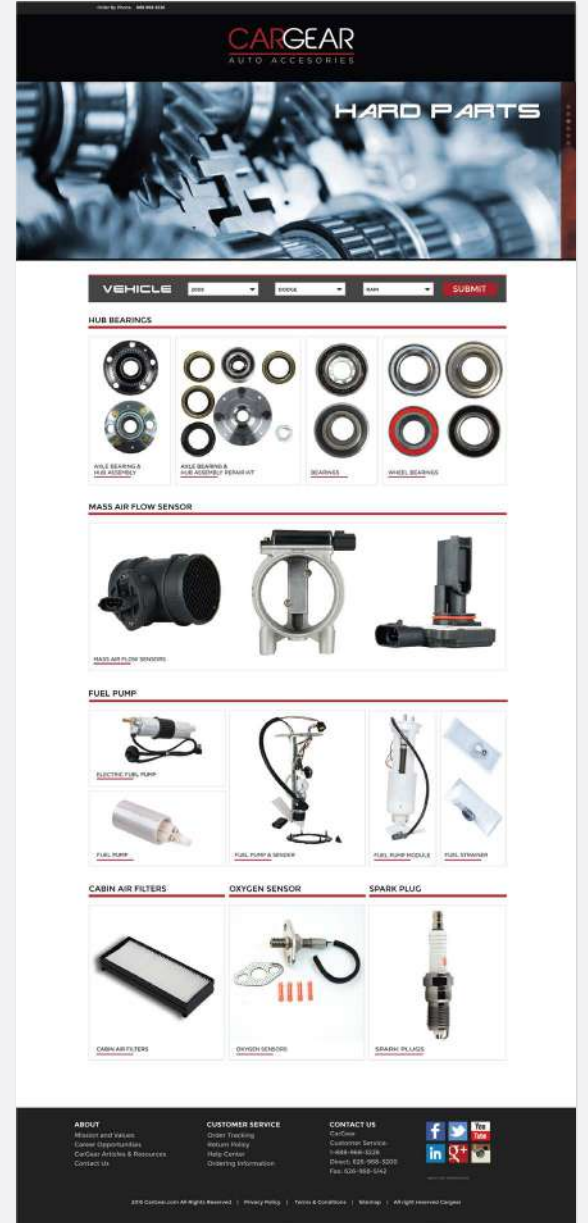
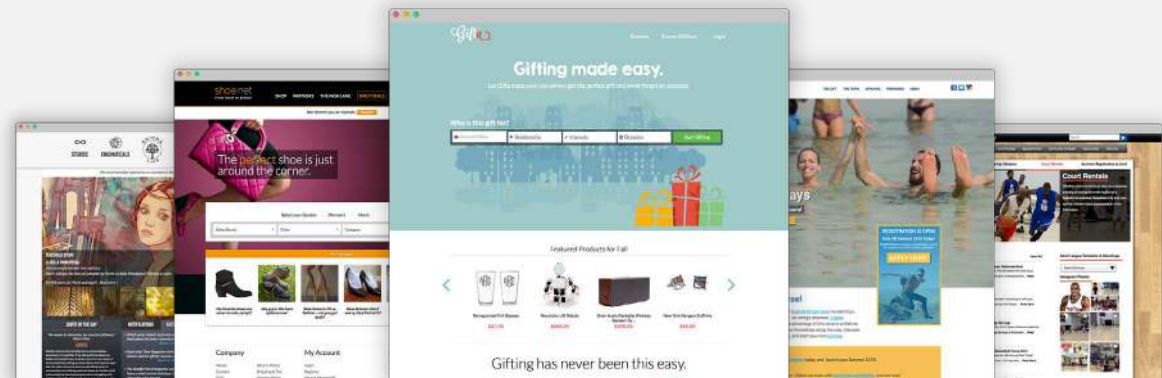
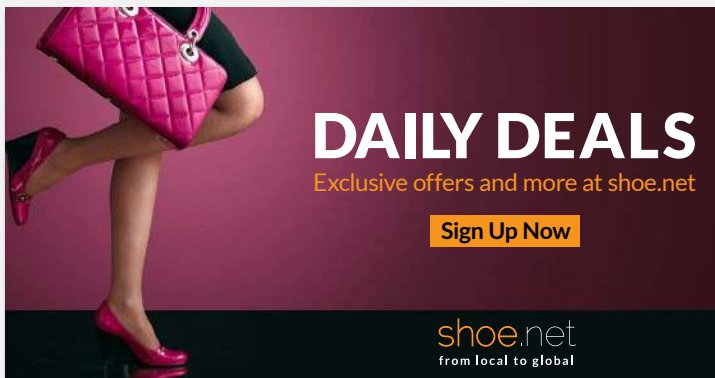
### Projects

Red Panda Network (Non-profit organization saving the red pandas from extinction)  
Infographic Design | Illustration | Digital | Print

### Description

I designed an infographic showing what's a red panda, their characteristics, diet, why they are endangered, among other things. It received hundreds of likes and shares on social media, as well as provoking a spike in donations for the following weeks. The Houston Zoo, also requested the graphic to be printed as a poster.





**Projects**

Emagid  
Web Design | Blog Design | Sale Graphic | Digital | Typography

**Description**

While working at Emagid, I designed many different banners, assets, and websites, for different companies in a wide variety of industries.



**CX100™**  
Cloud Suite

CONDUIT GLOBAL

### ABOUT CONDUIT GLOBAL

Enabling Digital Transformation | Driving innovation

- International Provider of Communications Technology Solutions and Services
- Founded in 1992
- Backed by Industry Leaders (TCV, Investors)
- Global Footprint - 8 Countries, 15 Locations
- Call Center Operations - Expertise
- Serving Industry and Technology Partnerships (Always, Clark, Verint)
- Part of the 1st Group of Companies
- Over 3.5 Billion Customer Interactions

**Grow Your Business**

Experienced Management Team - Composed of Industry Veterans and Pioneers

Global Certifications (Always, Clark, Verint, AWS, IIS, ISO)

4000 Employees Worldwide

**Transform Your Business**

Proven Proven, Industry-Leading Operations (Always, Clark, Verint, Public, Telecom)

On-Ready Operations - Addressable Markets

Scale in Cloud and on-Premise (SaaS, IaaS, PaaS)

**Depend on Our Solutions**

- Build Manage Your Cloud
- Proven Public
- Cloud IaaS
- On-Premise Customer
- Disaster Recovery
- Business Process Outsourcing (BPO)

CONDUIT GLOBAL

### OUR COMPANY AROUND THE WORLD

Giving Your Customers The Effortless Experience They Expect

**HOW WE ARE DIFFERENT**

- Providing CLOUD Solutions for 20+ Years
- Multi-Vendor / Multi-Cloud SaaS Platform (Deploy on a Private or Public Cloud)
- Contact Center Operations, Digital Channel Management and CX Expertise
- Flexible, Scalable Access to Skilled Agents

CONDUIT GLOBAL

### CUSTOMER INTERACTIONS: SHIFTING DEMOGRAPHICS

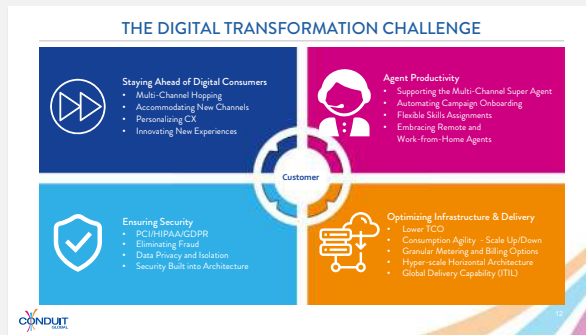
	Other	Mobile App	Social Media	Email	Chat	Telephone
Over 70	2nd	4th	5th	3rd	6th	1st
55 to 70	3rd	5th	6th	2nd	4th	1st
35 to 54	6th	3rd	5th	2nd	3rd	1st
25 to 34	6th	2nd	5th	1st	4th	3rd
Under 25	6th	2nd	1st	3rd	5th	4th

**Digital Future**  
Digital channels on pace to overtake voice in total interactions handled. Digital performance metrics are critical to successful deployment and optimization (C-SAT). Average wait times: email response (299 mins), web chat (4 mins), social media (78 mins)

Source: 2016 Global Contact Center Benchmarking Summary Report (Dimension Data)

By 2020, 70% of live customer interactions will be handled via digital channel

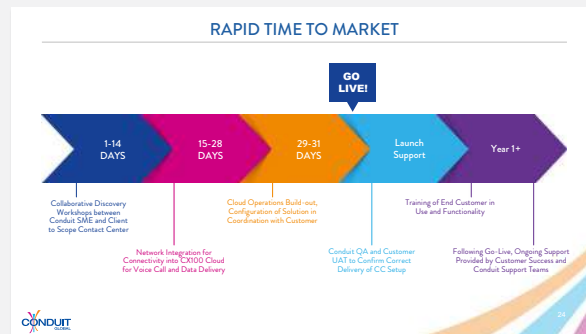
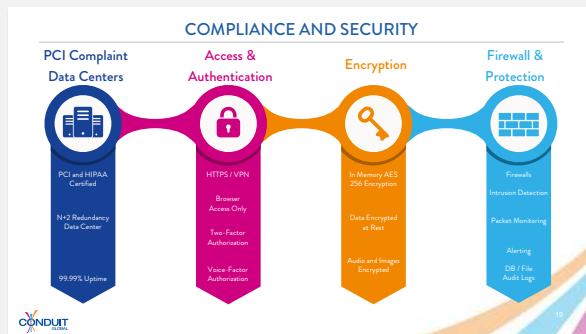
CONDUIT GLOBAL



### ANALYTICS

- Trend Analysis:** Get off the beat reporting. Allow enriched contact center metrics & performance to be easily digested. Reporting capabilities allow fast, self-service access to cover your KPI needs.
- Conversation Analytics:** Gain understanding and insight into your customers and business trends. Operate data that drives overall improvements and satisfaction. Analyze conversations across all channels for complete customer experience coverage.
- 3rd Party Data Analytics:** Super data from Amazon, QuickSprout, Joltix, Nielsen, etc. engage, study and customize.

CONDUIT GLOBAL



**Projects**  
Conduit Global  
Presentation Design | Illustration | Infographic Design | Digital

**Description**  
I've designed many pitch decks, meant to be shown to potential clients and investors.





**Projects**

Photography

Photography | Photo Manipulation | Color Correction | Digital

**Description**

A collection from a few different photography projects I've done over the last few years.





THANK YOU,  
**& SEE YOU SOON!**

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