

# BECKY MARTIN

Dedicated to making an impact with ethical and meaningful design



## WORK EXPERIENCE



### FREELANCE SENIOR DESIGNER

WeTransfer, Amsterdam

DECEMBER 2018 TO SEPTEMBER 2019, JUNE 2021 TO PRESENT

- Senior Visual and Concept Designer.
- Lead Product Designer for an Advertising Creator tool, enabling WeTransfer clients to independently design and develop wallpapers.
- Worked in a team of designers and developers to concept, design and implement advertisements for WeTransfer's unique wallpaper platform.
- Developed and released multiple static, animated, film and interactive wallpapers.
- Organised and ran training sessions for junior designers and developers on visual and interaction design.
- Participated in and organised workshops with clients to collaborate on and elevate their advertising campaigns.



### PRINCIPLE DESIGNER

JUNE 2020 TO MARCH 2021

- Principle designer for the strategy and innovation team within Backbase, concepting, designing and creating prototypes for a range of fintech solutions across iOS and web as well as sales and marketing material for the sales team and client facing channels.
- Working closely with Management, Sales, R&D and Design System teams within Backbase to ensure that all designs align with the greater company vision while staying at the forefront of UX standards and fintech innovation.



Uber



zuiver°

### FREELANCE DESIGNER - AMSTERDAM

AUGUST 2018 TO MAY 2020

- PVH, Tommy Hilfiger: Brand design for new sub-brands; graphic and visual design for the marketing team and MyTommy loyalty app.
- VU University Amsterdam: Redesign of their public facing website and student portal dashboard - Information architecture, UX and UI.
- Uber: Visual design within the branding team during the rebranding.
- Epic Agility: Full branding identity and website creation, graphic design for all marketing materials and publications.
- Clariant: Visual, IxD and UX of a web dashboard app for internal use.
- Bold Monkey: Brand, packaging and website design.
- Zuiver: Redesign of existing brand.
- Wallien: Graphic design for marketing materials.
- Puur Cultuur: Full branding identity and website creation.
- Nintex: Graphic design for internal publications.



Hogeschool van Amsterdam

### DESIGN TEACHER

HvA (Hogeschool van Amsterdam)

Communication and Multimedia Design HBO

SEPTEMBER 2018 TO JANUARY 2019

- Taught two courses to third year students of the Communication and Multimedia Design degree at the HvA in Amsterdam.
- The course 'Designing for purpose' taught students within a design sprint framework how to research, brainstorm, concept, create and test for meaning using themes such as 'Reduce burnouts among students' and 'Sustainability in fashion', working towards the best possible solutions for their challenges.
- The course 'Interaction and Visual Design' taught students the basics of designing a digital product using theory based frameworks in interaction and visual design.



MARS

### DESIGN SPRINT FACILITATOR + DESIGNER

AUGUST 2018 TO SEPTEMBER 2019

- CocaCola: Visual designer for new product concepts in design sprints.
- BMW + Here: Design sprint facilitator and visual design assistance.
- Mars: Visual designer for new product concepts and facilitation.
- RealEyes: Facilitator.
- Organised and ran various workshops and meetups on Design Thinking and Design Sprints.



### VISUAL DESIGNER AND CREATIVE LEAD

IceMobile Agency, Amsterdam

NOVEMBER 2016 TO JULY 2018

- Concepted and designed the UX and visuals for a farm building game that was successfully sold and delivered in over 20 countries and achieved nearly 1 million players.
- Promoted from Visual Designer to Design lead and lead a team of 8 in designing and delivering digital solutions for Instant Loyalty programs, working in collaboration with Brand Loyalty's development team.
- Spoke at knowledge sharing sessions, meetups and 'Appril' conference on the topic of designing for play, emotion and ethics.
- Facilitated workshops for concept brainstorming and Design Thinking.



### SENIOR VISUAL DESIGNER

Virtual Affairs Digital Agency, Amsterdam

JULY 2015 TO NOVEMBER 2016

- Strategised and designed the user experience and visuals for multi device insurance, investment and banking platforms.
- Designed marketing material, corporate blog, white papers and corporate style guide for Virtual Affairs.
- Created the visual tone of voice for ABN Amro corporate banking's new website.



### GRAPHIC DESIGNER FOR NIKE FOOTBALL APPAREL

NIKE European Headquarters, Hilversum

FEBRUARY 2012 TO JULY 2015

- Designed Federation and Club fanwear collections.
- Worked in a team to design Federation team Football Kits, presentations and brand material.
- Designed and branded Athlete Journey apparel collections.
- Managed seasonal projects and planned product lines.
- Developed 3D modelling and animation best practices.
- Researched and implemented trends, colour, and innovation.
- Gathered Athlete and Consumer insights and feedback.
- Visited and worked with product creation centers in Asia and Europe.

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## FREELANCE GRAPHIC DESIGNER

Auckland, NZ and Seoul, South Korea

JANUARY 2008 TO DECEMBER 2011

- Reebok Crossfit Sentinel: Designed branding and marketing tools.
- Craftworks Taphouse and Bistro: Designed bar and beer branding.
- Exile Press Publishing House: Created website and advertising tools.
- Tiwi Trade: Designed marketing tools and website.
- Bootcamp Korea: Designed branding and marketing tools.



## INHOUSE GRAPHIC DESIGNER

Smyth Galleries. Auckland, NZ

MARCH 2009 TO FEBRUARY 2010

- Designed exhibition branding, advertisements and catalogues.
- Designed exhibition environments (wayfinding, labels).
- Designed marketing materials and controlled gallery marketing.
- Maintained the gallery's website.

## IN A NUTSHELL

I am a designer with over 10 years of experience, currently living in Amsterdam and working where my skills can add real value. Places I can tell stories, solve problems, get inspired, and drool over beautiful design. All while making a real difference in the world. An ideal assignment would be working for a company with strong ethical values, and with people who strive to improve the world of design - focussing on positive societal impact. As BCorporation says: Make business a force for good.

I specialise in visual and product design - digging deep into user needs and challenges to create the best possible experiences and flows. Accessibility is always a priority.

My graphic design background means I am also skilled in branding and marketing work across a variety of media from print, web, animation and apparel. I am passionate about sharing knowledge, speaking at meetups and conferences and facilitating design thinking workshops, design sprints and brainstorm sessions.

Outside of design, I can't get enough of reading - I'm currently addicted to listening to audiobooks and podcasts while biking or walking around Amsterdam. I love sport and can be found partaking in fitness classes such as kickboxing and HIIT, swimming, yoga and most recently kitesurfing.

## EDUCATION

### MASTER OF ARTS IN ETHICS (CURRENT STUDY)

2020 TO PRESENT: REMOTE STUDY - AMSTERDAM, NETHERLANDS

Dublin City University (Philosophy Department)  
[www.dcu.ie](http://www.dcu.ie)

### CERTIFIED SCRUM MASTER (CSM)

2019: AMSTERDAM, NETHERLANDS

Scrum Alliance  
[www.scrumalliance.org](http://www.scrumalliance.org)

### CERTIFIED SCRUM PRODUCT OWNER (CSPO)

2019: AMSTERDAM, NETHERLANDS

Scrum Alliance  
[www.scrumalliance.org](http://www.scrumalliance.org)

### DESIGN SPRINT MASTER FACILITATOR

2018: AMSTERDAM, NETHERLANDS

Design Sprint Academy  
[www.designsprint.academy](http://www.designsprint.academy)

### BACHELOR OF PSYCHOLOGY

2010, 11, 12: LONG DISTANCE STUDY

Massey University  
Major: Applied Psychology

### BACHELOR OF DESIGN

2006, 07, 09: AUCKLAND, NEW ZEALAND

Unitec Institute of Technology  
Major: Graphic Design + Visual Communication

### BACHELOR OF DESIGN EXCHANGE YEAR

2008: VANCOUVER, CANADA

Kwantlen University  
Major: Marketing and Graphic Design

## SKILLS

### TECHNICAL



### LANGUAGES

English	●	●	●	●	●	●	●	●	●
Dutch	●	●	●	●	●	●	●	●	●
Spanish	●	●	●	●	●	●	●	●	●

## VALUES

### ETHICAL DESIGN

### AUTONOMY

### RESPECT

### OPEN-MINDEDNESS AND CURIOSITY

### LEARNING AND DEVELOPMENT

### VARIETY

### FUN AND PLAY

## CONTACT

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AMSTERDAM, THE NETHERLANDS