

BECKY MARTIN



WORK EXPERIENCE



FREELANCE DESIGNER - AMSTERDAM

AUGUST 2018 TO PRESENT

- **Adidas:** Visual/UX Designer for the Category Experience Team.
- **PVH, Tommy Hilfiger:** Brand design for new sub-brands; graphic, visual and UX 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.



FREELANCE SENIOR DESIGNER

WeTransfer, Amsterdam

DECEMBER 2018 TO SEPTEMBER 2019, JUNE 2021 TO AUGUST 2022

- 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

MAY 2020 TO APRIL 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.



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.



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 'April' 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.

...CONTINUED ON THE FLIP SIDE

BECKY MARTIN

Dedicated to making an impact with ethical and meaningful design



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.

EDUCATION

MASTER OF ARTS IN ETHICS

2020 TO 2022: REMOTE STUDY - AMSTERDAM, NETHERLANDS

Dublin City University (Philosophy Department)

www.dcu.ie

CERTIFIED SCRUM MASTER (CSM)

2019: AMSTERDAM, NETHERLANDS

Scrum Alliance

www.scrumalliance.org

CERTIFIED SCRUM PRODUCT OWNER (CSPO)

2019: AMSTERDAM, NETHERLANDS

Scrum Alliance

www.scrumalliance.org

DESIGN SPRINT MASTER FACILITATOR

2018: AMSTERDAM, NETHERLANDS

Design Sprint Academy

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

IN A NUTSHELL

I am a designer with over twelve 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 build relationships with both colleagues and clients. All while making a real difference in the world. I have just completed a Master of Arts in Ethics, so I want to work for a company with strong ethical values and people who strive to improve the digital world - focussing on positive societal impact. As BCorporation says: "Make business a force for good."

I specialise in communicating and empathising with clients. I dig deep into user needs and challenges to create the best possible digital strategy, experiences, and user flows. Accessibility is always a priority.

I am passionate about sharing knowledge, speaking at meetups and conferences and facilitating design thinking workshops, design sprints and brainstorming 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 sports and can be found partaking in fitness classes such as kickboxing and HIIT, swimming, yoga and, most recently, kitesurfing.

SKILLS

TECHNICAL



LANGUAGES



VALUES

ETHICAL DESIGN

AUTONOMY

RESPECT

OPEN-MINDEDNESS AND CURIOSITY

LEARNING AND DEVELOPMENT

VARIETY

RESPONSIBILITY

CONTACT

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AMSTERDAM, THE NETHERLANDS