

# 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