

# rachel salina martin

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## PROFILE

An entrepreneurial senior designer with agency and client-side experience, delivering insightful and impactful creative work across online and offline platforms for startup, emerging, and Fortune 500 companies.

## EXPERIENCE

### Senior Digital Product Designer

Under Armour • Nov 2022 — June 2023

Led design for the Brand Experience team, dedicated to making athletes better and creating a seamless connection between the digital space & commerce. I led design for user experiences across digital platforms that serve the athlete and the company's shop app. I worked on a cross-functional team, I am also focused on user journeys, and mobile & web experiences, all while providing solutions to the omnichannel team & key stakeholders.

### Senior Visual Product Designer

Ford Motor Company, D-Ford • July 2021 — Oct 2022

At Ford, the goal of the Autonomous Vehicle Design Team is to drive innovative user experiences within the AV - Electric space. I worked with other designers, project managers, and developers to build a uniform component library for our iOS and Android systems. I also served as Lead Designer for our 'Miami Sandbox' project, where I built new experiences, and conducted & synthesized user research for our digital products. In addition to creating wireframes and final designs, I also helped define the agile process within our team.

### Owner, Designer & Photographer

Rachel Salina Creative • April 2020 — Present

Leading creative work for agencies, small businesses & individuals, I offer a range of services such as branding, marketing, web design, social media strategies & photography. I develop and execute solutions to increase brand awareness and strategically elevate brand & product marketing. I manage project briefs, campaign strategies, client relations, project budgets & timelines, as well as vendor partnerships working with a range of clients primarily in the health & wellness, beauty & aesthetic, and real estate markets.

### Marketing Designer (New Business & Growth)

T3 • Jan 2019 — April 2020

At this digital ad agency, I led the design for the Marketing and Growth team. I served the C-Suite, aiding in the design of new business pitches, and worked on innovative large-scale events. As a team, we brought in a total of \$4.99MM revenue of net-new business for 2019.

### Lead Graphic Designer

Nordic Naturals • Oct 2017 — June 2019

As the #1 Omega fish oil in the U.S., our Marketing's goal was to create a modern brand identity system and migrate into the e-commerce space. I led the design for this initiative on the marketing team, designed national retail campaigns, served as an art director for the Retail, Professional, and Consumer division, and assisted with the re-design of the NN e-commerce website. In addition, I led creative for omni-channel strategies that increase sales overall by 62%. During my time at NN, I also developed and launched the Nordic Naturals Sports Line brand identity within the retail and e-commerce space.

## EDUCATION

### California Polytechnic State University

Bachelor of Fine Arts, Graphic Design • 2017

## SKILLS & TOOLS

Advertising, Augmented Reality, Branding, Design Thinking, Digital & Physical Prototyping, Interaction Design, Photography, Project Management, UX/UI Design, UX Research, Visual Design  
Adobe CC, Figma, HTML/CSS, JIRA/Confluence, Invision, Microsoft Suite, Miro, Sketch, Zeplin