

Guillermo Martínez

willy2eme.com

Guillermo Martínez Martínez - 25 / 05 / 1996

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Madrid, España

Professional background

Freelance Graphic Designer (willy2eme.com)

2020 - Present

Website design, editorial design, on/off ads campaign, branding and video/motion graphics for small bussines and design studios/agencies. Working as a freelance designer since 2017 but in 2020 is when I started working full-time as it.

Freelance Web Designer at Roswell Creative (roswellcreative.com)

December 2021

Web design and development support for several Wordpress/Woocommerce based websites.

Freelance UX Consultant at Schlesinger (schlesingergroup.com)

December 2021

UX Consultant for a pharma website usability tests/studies.

Freelance video editor / motion graphics at The Wokis (thewokis.com)

December 2020 - January 2021

Post-production support using Motion Graphics.

Freelance Web Designer at Kutuko Studio (www.kutuko.es)

August 2020 - October 2020

Web design and development support for several Wordpress based websites.
Web analytics optimization (using GTag Manager) and SEO improvement.

Co-founder partner of White Days Boardshop (www.white-days.com)

Junio 2017 - Noviembre 2020

Co-founder partner of White Days snowboard and skateboard shop. Branding, web (e-commerce) and online/offline marketing manager and developer. Also responsible for finances and accounting.

Internship at DIMAD organising BID'16 (Iberoamerican Design Biennial)

November 2016 - DIMAD Association

Education and professional studies

Superior technician of Plastic Arts and Design diploma in Printed Graphics

2015 - 2017 Artediez art school, Madrid

Graphic Design course 2014 - 2015 / ESDIP, Madrid

Baccalaureate of Plastic Arts and Design 2015 / I.E.S. Ramiro de Maeztu, Madrid

Skills

Graphic Design / Branding / Editorial
Web Design / UX / E-commerce and CMS
Online advertising and marketing
Motion Graphics

Languages

English - Advanced level B2 (FCE) - 2011
Spanish - Native

Software

Adobe Photoshop —●●●●○
Adobe Illustrator, Indesign —●●●●○
Adobe After Effects —●●●○
Adobe XD, Figma —●●●○
HTML + CSS —●●●●○
Wordpress / Prestashop —●●●●○