



ODILE CAHN-MARTINEZ

COMMUNICATION DESIGNER

✉ odile.martinez@gmail.com

☎ (917) 436-8355

🌐 www.odilemartinez.com

🏠 Brooklyn, NY

Experienced Communication Designer with 10+ years of experience in all aspects of design, from concept to delivery. Proven track record of creativity, efficiency, and collaboration. Strong problem-solving skills and ability to adapt to different design challenges. Brooklynite who thrives under pressure and meets deadlines. Ready to take on new challenges and contribute to the success of any organization.

EDUCATION

DEGREE SCHOOL / YEARS WHERE

BFA: COMMUNICATION DESIGN 📍 New York, NY

PARSONS THE NEW SCHOOL FOR DESIGN
2012 / 2014

AAS: GRAPHIC DESIGN 📍 La Romana, Dominican Republic

ALTOS DE CHAVÓN THE SCHOOL OF DESIGN
2007 / 2009

TECHNICAL SKILLS

Adobe Creative Cloud:
Photoshop, Illustrator, InDesign, After Effect, Acrobat

MS Office:
Word, Excel, Power Point

Sketch
Invision
HTML/CSS

CREATIVE SKILLS

Visual storytelling	Typography	Video Editing
Conceptual thinking	Packaging	Photo Editing
Problem-solving	Marketing Collaterals	Product Design
Attention to detail	E-mail Design	Illustration
Aesthetics	Social Media Content	Silk Screen
Creativity	2D Animation	Pottery
Branding	Paid Ad	

LANGUAGE

Spanish: Native Language
English: Fluent

EXPERIENCE

POSITION / COMPANY TENDRE WHERE

DIGITAL DESIGNER at MOROCCANOIL 📍 New York, NY
MARCH 2021 – CURRENT

- Develop and implement innovative digital design concepts to enhance the brand's online presence.
- Create visually engaging and compelling digital content that aligns with the brand's overall aesthetic and messaging.
- Collaborate with cross-functional teams to ensure brand consistency across all digital platforms.
- Stay up-to-date with industry trends and best practices in digital design and marketing.

FREELANCE DIGITAL DESIGNER at Dr. Jart 📍 New York, NY
JAN 2021 – MARCH 2021

- Responsible for the development and execution of creative concepts, with a focus on e-mail and paid ad design. Worked closely with the Creative Director to implement the brand's vision.
- Collaborated with marketing team to develop engaging and visually appealing content for digital campaigns.

FREELANCE DIGITAL DESIGNER at Valdé 📍 Remote
OCT. 2020 – JULY 2023

- Designed and developed marketing email and social media content that captivated audiences and drove results.

FREELANCE DIGITAL DESIGNER at Amorepacific Group 📍 New York, NY
MAR. 2020 – OCTOBER 2020

- Collaborated with digital teams to develop creative concepts for multiple beauty brands (AMOREPACIFIC, Laneige and Sulwhasoo).
- Contributed to the team developing Amazon pages for Amorepacific group brands.
- Assisted with product photography editing.

PACKAGING AND PRODUCT DESIGNER at Argento SC 📍 New York, NY
AUG. 2018 – DEC. 2019

- Developed and executed product concepts and packaging designs for a variety of wholesale to retail brands, including pets accessories, camping tools, home products, tech accessories, gardening tools, vehicle accessories, and beauty gadgets.
- Coordinated production of products and packaging with outsourced providers.

FREELANCE DIGITAL DESIGNER at ORIBE 📍 Remote
NOV. 2016 - DEC 2019

- Collaborated with marketing and design teams to create email design concepts and 2D animations.

GRAPHIC DESIGN SPECIALIST at Ales Group 📍 New York, NY
AUG. 2014 – JAN 2018

- Collaborated with marketing team to develop creative concepts for multiple beauty brands (LIERAC, PHYTO, PHYTO SPECIFIC, JOWAÉ, CARON, and SUBTIL).
- Designed and produced a wide range of graphic content for social media, e-commerce, and B2B/B2C platforms.
- Created and managed in-house video/photo studio.

JR. GRAPHIC DESIGNER at Leo Burnett 📍 Santo Domingo, Dominican Republic
JAN. 2010 - JAN 2011

- Collaborated with creative team on design concepts for ad campaigns, packaging, and visual graphics for print and digital ads for top brands. (Philip Morris, Viva Telecommunications, Cover Girl, and Aurora Cigars)
- Assisted with the development of creative concepts for advertising campaigns across all media channels.
- Created and produced a variety of graphic design assets.
- Collaborated with other members of the creative team to ensure brand consistency.
- Stayed up-to-date on the latest design trends and technologies.