

JUSTIN MARTINEZ

BRAND DESIGNER — ART DIRECTOR — BRAND SYSTEMS, CAMPAIGN & PRODUCTION

PORTFOLIO → www.justin-martinez.com

CONTACT

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SPECIALTIES

- Brand Identity Systems & Design Systems
- Concept Development & Art Direction
- Digital & Cross-Channel Campaigns
- Package & Print Production
- Motion Graphics & Sound Design
- Mentorship & Team Leadership

TOOLS

- Adobe Photoshop, Illustrator, InDesign, After Effects

EDUCATION

Associate of Arts, Graphic Design
Art Institutes of Minnesota, 1998–2000

Coursework, Cultural Studies & Art History
University of Minnesota, 1996–1998

RECOGNITION

- Permanent Collection, The Walker Art Center — 2014
- AIGA Minnesota Design Showcase Award — 2010, 2011
- The One Show Merit Award, Package Design — 2007
- Graphis Poster Annual Merit Award — 2006
- Art Directors Club 87th Annual Award — Winner
- Featured, Communication Arts magazine

PROFILE

Brand designer and art director who builds identity systems for consumer-facing brands and carries them from first concept through production-ready files. Twenty years across Target, Best Buy, General Mills, A&E, AMC, ESPN, and the New York Stock Exchange, with work in the Walker Art Center's permanent collection and recognition from AIGA, Communication Arts, and The One Show. Equally comfortable developing a campaign concept and being the last set of eyes on the files before they ship. Hands on in the work daily, and looking to stay that way.

EXPERIENCE

Art Director / Senior Designer

2012 – Present

Astral Studio — Brooklyn, NY | Branding, motion graphics, digital & interactive agency

- Lead concept development and art direction on brand identity systems — from first sketch through full, scalable identity frameworks — for national networks and global organizations including A&E, AMC, Bravo, E!, ESPN, Roc Nation, Tribeca Film Festival, and the World Bank Group.
- Authored and designed a brand design system for a major client that became the team's standing reference across every campaign after it — a framework built to outlive the project it was built for.
- Mentor junior designers on art direction, concept development, and client-ready presentation — raising the bar on how the team pitches and defends ideas.
- Present creative concepts directly to clients and collaborate cross-functionally with producers and account teams from first concept through final delivery across print, broadcast, and digital.
- Serve as final sign-off on production files before work goes to air or to print — the last set of eyes on the work before it's public.

Art Director / Designer (Part-Time)

2023 – Jan 2025

GMT Games — Hanford, CA | Board game publisher, 50+ designers and 20+ artists

Taken on alongside the full-time role at Astral; wound down in 2025 to refocus fully on Astral's workload.

- Directed art production across 30+ titles a year, including Thunderbolt and Red Dust Rebellion, two of the company's best-selling releases.
- Created original artwork for maps, counters, cards, and packaging, and designed rulebooks to a consistent, print-ready standard.
- Managed and mentored a distributed team of artists and designers to hold every release to GMT's production and quality bar.
- Final reviewer on pre-production art — the checkpoint before anything went to the printer.

Senior Designer

2002 – 2012

Spunk Design Machine — Minneapolis, MN | Branding, identity, package & environmental design agency

- Designed brand identity systems and campaigns for Target, Best Buy, General Mills, the New York Stock Exchange, Abu Dhabi Commercial Bank, and Etihad Airways.
- Owned client relationships end-to-end — concept presentations, revisions, approvals, and final production handoff.
- Spent a year embedded at Fallon through Spunk, working new business pitches.