

## Marta Ramírez Siañez

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### Creative Professional

Detail oriented creative professional with demonstrated success working in high performance teams for major brands within Mexico and abroad (US and Canada).

- ♦ Hands-on experience leading all stages of the creative process as well as the adoption of brand guidelines.
- ♦ Adopting new trends and technologies while being a fast learner.
- ♦ Outstanding leadership abilities; able to coordinate and direct all phases of project-based efforts while managing, motivating, and leading project teams.
- ♦ Creating the design process from scratch to obtain more efficient results.
- ♦ Manage large-scale creative projects driving organizations to minimize costs and maximize productivity of all the people involved in the project.

**CORE COMPETENCIES:** Leadership, Creative thinking, creative design, mentoring and coaching, team player, high resilience, outside-the-box thinking, continual learning and adaptability, blend of technical expertise and creative thinking.

**SKILLS:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Xd, Adobe Premiere, Canva, Microsoft Office Suite, Microsoft Azure, ChatGPT, ClubReady.

### Professional Experience

#### Staff Inc. Seattle – Staff

September 2023 – Current

- Staff for all performances\* taking place at STG's historic theatres: The Paramount, The Moore and The Neptune. \*Concerts, Broadway Productions, Dance, Community Events, Comedy, Fine Arts, etc.
- Create a pleasant atmosphere to provide exemplary patron service to all patrons, at all shows.
- Make the patron experience positively memorable from start to finish with an engaged and proactive approach.

#### AKT Redmond – Front Desk

April 2022 – August 2022

- Welcomed prospects and members, answered general questions, provided tour of the studio, input and organized prospect and member information through database.
- Called prospects before first class to gather health concerns and injuries.
- After intro class talk to prospects to help them pick which membership worked better for their needs.
- Used Excel and ClubReady software to manage member visits and gym attrition.
- Making sure all the right equipment was in place for each class as well as cleaning and organizing the equipment after every class.

#### Fushiko Design – Owner

November 2017 – Current

- Brand strategy creation and delivery for companies in different industries. From name definition to rebranding focused on improving business results. (Sales, reach, market, etc.)
- Help customers to make the most out of their brand.

#### Yves Rocher Canada – Sr. Digital Designer

February 2015 – November 2017

- Design accountable for Internet Sales area for Yves Rocher Canada.
- Internal Project Management to deliver on time projects such as Public Website, Mobile and emailing deliverables coordinating Mexico's and Canada's team.
- Graphic design and UX for: [www.yvesrocher.ca](http://www.yvesrocher.ca) y [www.yvesrocherusa.com](http://www.yvesrocherusa.com) both web and mobile.
- Emailing and advertising banners for external sites and SEO.

## **CHEIL México – Digital Creative**

May 2013 – December 2014

- Graphic concepts and UX for [www.samsung.com.mx](http://www.samsung.com.mx)
- Digital concepts for multiplatform experience: web, social and mobile.
- Creative Development for several accounts within the agency.
- User Experience (UX) programming (HTML5, CSS) for [www.samsung.com.mx](http://www.samsung.com.mx)
- Project Management for several digital projects within the agency.

## **MrsFushiko – Owner**

June 2009 – 2014

- Graphical and Web design for several brands and customers that includes Adidas, Sam's Club, Agencia de Seguros y Fianzas SA de CV, Lulamb Web Business, among others.
- Working closely with Theatrical Associations in Mexico and the Latin American Scenic Arts Network to develop the entire Graphic Image from Logo, art, and merchandising to the onset stage for "Navidadópicos".

## **Eje Zeta, Diseño, Arquitectura y Multimedia – Sr. Designer November**

2008 - June 2009

- Media and marketing materials creation for high impact campaigns for international brands such as Inmo3mil, Oxxo, Cervecería Cuauhtémoc Moctezuma, Domino's Pizza, Mattel, Be Light, Gamesa y Gamesa U.S.A., CIE, Play México among others.
- Key individual in the social campaign "Plan Verde" y "Muévete en bici" for Mexico's City Government
- Design sketches and main art for "Eje Zeta Viniles".
- Increase Customer base and improve Key Metrics (Delivery Time, Margin error and customer satisfaction)

## **Bata Latin America - Shoe Innovation Center Designer.**

October 2005 – October 2008

- Fashion Trend Analysis from diverse sources to adapt and localize the creative process to child shoes to the Latin American Market
- Concept and Design Process, technical specs, and correction of error for Children Shoes: BubbleGummers
- BubbleGummers character redesign.
- Design and Development of GWP (Gift with Purchase) as well as promo materials to support and incentive shoe sales.
- Package design. Our designs were chosen to be used as the official packing worldwide.
- Brand Manual and design for printed material used in national and international fairs.
- Design of Expo Booth used at WSA Show in Las Vegas.
- Content curator and collaboration with Web Designers for [www.bubblegummers.com](http://www.bubblegummers.com)
- Recognized as Best Direct Branding, Most Innovative and Most Attractive designs in the region.

## **DIM Interaktive Design – Web Graphic Designer**

January 2004 - November 2004

- Web designer for key accounts: Grupo Comunicación, DS Jeans, Amacarga, Lala, Azul Gourmet, Golf Total.
- Content maintenance and support of Live web sites for active customers.
- Promo design for 2005 Calendar for British Airways.
- Rebranding of Corporate Image

## **Education and Credentials**

### **Bachelor's degree in Graphic Design – Graduated with Honors**

Universidad Simon Bolivar 1999 - 2003

**Languages:** Spanish – Native Speaker / English –95%; First Certificate Cambridge University / French – Basic conversational / Japanese – Basic conversational.

**Other interests and skills:** Acting (Short films, theatre) / Performance (Dance and acrobatics) / Martial Arts (Bujinkan Budo Taijutsu).