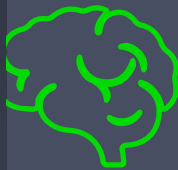


# DAVID MARTÍNEZ ZÁRATE

GRAPHIC DESIGNER  
CONTENT STRATEGIST



In my work, what matters to me is to be appropriate, balanced, and memorable; my goal is to strike a balance between clarity, form, and function, as well as meticulous attention to detail.

## WHO I AM

Graphic Designer (BA) UJTL Colombia, Morphology (MA) from FADU- Universidad de Buenos Aires, Argentina and Content Strategy Certification in Toronto, Canada. With more than 15 years of experience working in advertising, merchandising, design and visual communication on innumerable projects, including more than 10 years at El Tiempo Newspaper, Colombia's largest and most respected editorial house. Having demonstrated leadership, initiative and independence working with creative directors, clients and sales executives to create visual advertising concepts, advertising campaigns also advertising materials. In addition, with experience as an Art Director.

Illustrator	██████████
Photoshop	██████████
InDesign	██████████
After Effects	██████████
Acrobat Pro	██████████

Languages  
English / Spanish

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- ✉ [davider25@gmail.com](mailto:davider25@gmail.com)
- 🐦 [@noninod](https://twitter.com/noninod)
- 🌐 [david-martinez-zarate](https://www.linkedin.com/in/david-martinez-zarate)
- 📁 [David Martinez portfolio](#)

## MATTERS TO ME

### LAST WORK EXPERIENCE:

Graphic Designer CoOp  
**Trans4 Group**  
[www.trans4.ca](http://www.trans4.ca)  
May 2021 - August 2021 / Toronto ON. Canada

Graphic Designer Volunteer  
**Cru**  
[www.cru.org](http://www.cru.org)  
May 2019 - July 2019 / Orlando FL. Usa

Graphic Designer Senior  
**Casa Editorial El Tiempo**  
[www.eltiempo.com](http://www.eltiempo.com)  
June 2008 - April 2019 / Bogotá, Colombia

### EDUCATION:

DCS / DEC  
**Content Strategy**  
Humber College  
Toronto, Canada - 2021

Especialization  
**Logic And Technique Of The Form**  
FADU - Universidad de Buenos Aires  
Buenos Aires, Argentina - 2006

Certified Training  
**Branding Design**  
FADU - Universidad de Buenos Aires  
Buenos Aires, Argentina - 2006

Bachelor Degree  
**Professional Graphic designer**  
Universidad Jorge Tadeo Lozano  
Bogotá Colombia - 2003



PORTFOLIO

EDUCATION

EXPERIENCE