

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

Professional Graphic Designer, with a M.A. in Morphology from FADU- Universidad de Buenos Aires, Argentina. 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. Furthermore, have experience as an Art Director.



English level: Advanced

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LAST WORK EXPERIENCE:

Graphic Designer CoOp
Trans4 Group
www.trans4.ca
May 2021 - July 2021 / Toronto ON, Canada

Graphic Designer Volunteer
Cru
www.cru.org
May 2019 - July 2019 / Orlando FL, USA

Graphic Designer Senior
Casa Editorial El Tiempo
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
Corporate identity
Dictated by profesor Norberto Chávez
FADU - Universidad de Buenos Aires
Buenos Aires, Argentina - 2006

Bachelor Degree
Professional Graphic designer
Universidad Jorge Tadeo Lozano
Bogotá Colombia - 2002



EXPERIENCE