



# EDUARDO DIAZMUÑOZ MARTINEZ

## DESIGN & ART DIRECTION

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### EDUCATION

#### University of Illinois at Urbana-Champaign

2010 - 2014 | B.F.A. Graphic Design

### EXPERIENCE

#### HLK

Art Director | 2020 -

Design and organize national marketing campaigns in both digital and print mediums for clients such as Bayer Crop Sciences, Centene Corporation, Winchester Arms company.

#### Advent

Graphic Designer | 2017 - 2019

Design environmental displays with 3D modeling software as well as graphics for collegiate and professional athletic facilities and venues. Design custom vector artwork for a variety of clients. Present said displays to clients via e-meetings.

#### Fourth & Kirby

Co-Founder/Designer | 2016 - Present

Design vintage-inspired Fighting Illini apparel. Design marketing collateral to promote company on social media.

#### University of Illinois Division of Intercollegiate Athletics

Creative Director | 2015 - 2017

Enforce the Fighting Illini brand integrity and determine the best ways to create and visually represent the Illini identity via print and digital.

#### Houston Rockets

Graphic Designer | 2014 - 2015

Design logos for events sponsored by Toyota Center and Houston Rockets, murals, campaign posters, banners, calendars, t-shirts, web graphics, media guide, social media graphics, and e-blasts.

#### Freelance Designer

Graphic Designer | 2008 - Present

Design posters, logos, website layouts, pamphlets, booklets, menus, illustrations, and directed marketing campaigns for various clients including University of Illinois at Urbana-Champaign, University of Maryland, Virginia Polytechnic Institute and State University, Fox Sports, NBC, NBA, Top Rank and more.

### SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Sketch  
SketchUp  
Photography  
Adobe After Effects

### LANGUAGES

Spanish  
English