



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

Sr. Art Director | 2022 - Present

Art Director | 2020 - 2022

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

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 - 2022

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
Google Slides
PowerPoint
SketchUp
Adobe After Effects
Photography

LANGUAGES

Spanish
English