Daniel Martin

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Multidisciplinary Designer specializing in digital, visual, multimedia, and interactive design, with experience in creative direction, branding, content design, UX/UI, and web.

Education

University of Connecticut, CT | May 2026
Bachelor of Fine Arts (BFA), Digital Media and Design (Web/Interactive Media Design)
Norwalk Community College, CT
Associate of Arts and Sciences (AAS), General Studies

Experience

Agency, Client Project for Office of the Secretary of the State of Connecticut, CT | Jan 2026 - May 2026
Multimedia Team Lead

- Led creative direction for a civic engagement campaign focused on refreshing the Office's public-facing brand identity and increasing statewide outreach
- Directed a team of 3 designers in developing digital assets, merchandise concepts, and an interactive engagement prototype
- Developed visual concepts and creative materials across multiple formats while maintaining consistency with campaign goals
- Collaborated with university faculty and state stakeholders to present concepts, incorporate feedback, and maintain project alignment

The Norwalk Art Space, CT | Jul 2025 - Dec 2025
Social Media & Marketing Assistant

- Designed and documented a social media workflow and content template system for future interns
- Partnered with the Marketing Director to develop visual content aligned with marketing campaigns and organizational goals
- Created original graphics and event-based digital content across multiple social media platforms
- Researched social media trends and translated insights into visual content to strengthen brand presence
- Organized and managed digital media assets and account information to improve content workflow

Senior Project, University of Connecticut, CT | Aug 2025 - May 2026
UX/UI Designer

- Designed and prototyped a high-fidelity interactive app for local community engagement
- Developed user personas, wireframes, visual mockups, and interactive prototypes using Figma
- Created a cohesive visual and interaction system across mobile interfaces
- Conducted user research and usability testing with 44 participants to inform design decisions
- Presented design concepts and interactive prototypes while incorporating stakeholder feedback

Skills

- Design: Graphic Design, Visual Design, Branding, Digital Design, Layout, Typography, Content Design, UI Design, Responsive Design, Accessibility
- UX/UI: User Research, Usability Testing, User Personas, Wireframing, Prototyping, Information Architecture, Interaction Design, Competitive Analysis
- Tools: Adobe Creative Suite: Illustrator, Photoshop, InDesign, Lightroom, Figma, Canva, AI-Assisted Ideation & Coding (ChatGPT, Claude)
- Web & Development**:** HTML, CSS, JavaScript, VS Code, Wix
- Communication: Strategic communication, Leadership, Cross-Functional Collaboration, Public Speaking & Presentation
- Languages: Fluent in English & Spanish