

ART DIRECTOR / GRAPHIC DESIGNER

MARTINE COLLOREDO-MANSFELD

AWARDS

SILVER, DISTRICT ADDYs, Integrated

SILVER, DISTRICT ADDYs, Book Design

SILVER, Greater SF ADDYs, Book Design

SILVER, One Club Creative Bootcamp, Hosted by BSSP

BRONZE, Greater SF ADDYs, Outdoor Advertising Campaign

BRONZE, Greater SF ADDYs, Magazine Advertising

BRONZE, Greater SF ADDYs, Magazine Advertising

EXPERIENCE

ROMAN AND WILLIAMS, Sr Graphic Designer
New York, Sep 2022 - Present

Conceptualized and designed graphics for RW companies: Roman and Williams Guild, Guild Gallery, and La Mercerie. Managed end-to-end project execution for photoshoots, digital, and print media, including 'Bloesum Haus' book and Guild Gallery's debut catalog at Freeze Masters, London.

LE LABO, ESTEE LAUDER Inc, Graphic Designer
New York, Nov 2021 - Sep 2022

Crafted Le Labo's visual identity across various platforms including digital assets, website elements, marketing campaigns, social media, and billboards. Assisted with photo shoots in both pre- and post-production stages.

BARON & BARON Inc, Art Director
New York, Jan 2021 - Sep 2021

Art directed for prestigious clients including Cartier, Nars, Zara, Harper's Bazaar, and Makeup by Mario. Involved in all creative stages from concept to production. Highlights include contributing to Zara Beauty and Makeup by Mario launches, and designing the 25th-anniversary cover for Harper's Bazaar.

BANANA REPUBLIC, GAP Inc, Graphic Designer
San Francisco, Aug 2020 - Jan 2021

Contributed to shaping the brand's visual identity across various channels, such as print, social, digital, and web. Collaborated closely with cross-functional teams to create engaging graphics for marketing campaigns, promotions, and product launches.

SKILLS

Adobe Creative Cloud	Adobe After Effects
Adobe Premiere Pro	Hand Sketching
Photography	Social Media
Branding & Identity	Typography

EDUCATION

ACADEMY OF ART UNIVERSITY
BFA Advertising & Art Direction, 2017 - 2020
San Francisco

BERGHS SCHOOL OF COMMUNICATION
Diploma of Communications, 2017
Stockholm

NYU SCHOOL OF PROFESSIONAL STUDIES
Art History Exchange Semester, 2016
New York

UPPSALA UNIVERSITY
BFA Art History, 2014 - 2016
Uppsala, Sweden

LANGUAGES

Swedish - Native

English - Native

German - Intermediate

FUN FACT

I am 25% Swedish, 25% Dutch, 25% Danish and 25% Austrian, and hold a Canadian and Swedish citizenship.

CONTACT

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