



# 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, organize, and execute national marketing campaigns in both digital and print mediums for clients such as Bayer Crop Sciences, Envu Global, Coinstar, Commerce Trust. 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  
Lightroom  
SketchUp  
Adobe After Effects

### LANGUAGES

Spanish  
English

### AWARDS

2023 Gail Awards Silver in Environmental Change  
  
2024 NACMA Best of Show in Specialty campaign  
  
2024 Anthem Awards - Gold  
  
2024 B2B Awards - Silver  
  
2024 Best in Show - NAMA