



alfonsomartin.info

HELLO, I'M ALFONSO MARTIN

Email: hello@alfonsomartin.info

Phone: (415) 794-9986

Graphic designer with extensive freelance experience supporting community organizations with branding, print materials, and digital content. Skilled at translating ideas into clear, engaging visual designs that strengthen communication and elevate organizational identity. Brings a unique blend of creative and operational insight from accounting support experience, and adept to meeting deadlines while collaborating with cross-functional teams to deliver high-quality design solutions.

EDUCATION

California College of the Arts | San Francisco, CA

Bachelors of Fine Arts in Graphic Design

EXPERIENCE

Freelance Graphic Designer | Different Clients | San Francisco Bay Area, CA

AUGUST 2017 - PRESENT

- Produced cohesive visual designs for community organizations, including promotional materials, social media graphics, and brand identity systems that enhance communication and audience engagement.

Accounting Assistant | Rockbot | Oakland, CA

MARCH 2021 - OCTOBER 2025

- Managed full-cycle AP/AR processes, vendor coordination, payment processing, and collections while supporting cross-functional teams, training new members, and refining financial procedures to improve operational efficiency.

Design Specialist | Minted | Oakland, CA

SEPTEMBER 2020 - JANUARY 2021

- Managed complex design orders, facilitated design consultations with customers, and assisted customer service representatives with design and print related issues.

Design Associate | Minted | Oakland, CA

OCTOBER 2018 - APRIL 2020

- Completed orders from Minted's online clients, modifying designs based on client requests and ensuring high-quality output through proofreading, photo editing, color correcting, and typesetting.

Graphic Design Intern & Junior Graphic Designer | Rockbot | Oakland, CA

JUNE 2016 - AUGUST 2017

- Designed packaging, product guides, shipping and marketing materials, web pages, custom iconography, trade show booth graphics, and office installations.

SKILLS

Design Software: Adobe Photoshop, Illustrator, InDesign, Sketch, Canva, Some After Effects & Premeire Pro

Technical Skills: HTML, CSS, WordPress, Google Workspace

Core Competencies: Branding, Visual Identity, Print Design, Digital Design, Typography, Layout Design, Photo Editing, Color Theory

HOBBIES & INTERESTS

Recreational Kickball | Concert Enthusiast | Event Organizer