



# TALY MARTINS

WEB & GRAPHIC DESIGNER

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## ABOUT ME

I have over 10 years experience as a graphic & web designer, including experience in the corporate & start-up world. I am self-taught, and absolutely love what I do. With immense passion, I always seek to learn new skills and ways to continue to improve my work. The best feeling in the world is when I help a client bring an idea to life. I also have a huge passion for clean typography design.

I am originally from Brazil, but I grew up in Carrollton, Texas. I have been married for nearly a decade to my high school sweetheart, we have a beautiful 3-year-old girl named Iza. Some of my hobbies are photography, soccer, being outdoors with my family and watching UFC.

Some of my skills include: *Web Design, Graphic Design, UI/UX Design, Wordpress, Brand Development, Logo Design, Photographic HTML & CSS, Creative Direction, Social & Banner Design to name a few.*

### Education

**2002-2006**

R.L. Turner High School - Diploma

### Languages

I am fluent in English & Portuguese, can carry a conversation in Spanish and if you are talking about me in French I could probably figure it out.

**My top 5 strengths are:** *Futuristic, Competition, Arranger, Includer, and Ideation.*

## WORK HISTORY

### Nobilis Health Inc.

UX, UI, Graphic & Web Designer.

January 2016 - Current



As a graphic designer, I worked directly with brand managers to transform their visions into design. I also updated existing designs to more modern looks. I created original designs for print, web, collateral materials, digital ads for various brands, and artwork for marketing and promotional materials under the direction of the creative director. I was also in charge of designing for social media for four different brands managed by Nobilis Health Inc.



## Razoyo (E-commerce agency)

October 2015 - December 2016

Graphic & Web Designer.

In October 2015, to diversify my portfolio, I sought an on-site agency experience. I was lucky enough to find Razoyo. Razoyo is an agency in North Dallas that concentrates on e-commerce Magento websites. As the lead graphic and web designer, I helped to develop a more effective strategy to streamline the process for their web team. I designed e-commerce websites, digital ads, worked on promotional and marketing materials internally, as well as for their clients. After a few months I started working remotely and helping them as they needed.



## Veerlon (Online Application for Beauty Professionals)

January 2013 - June 2015

Graphic & Web Designer.

As one of the co-founders of Veerlon, I helped with brand development and identity. I assisted the UX designer with web design, and created collateral and marketing materials.



## James Hurt & Company

October 2010 - April 2016

Graphic & Web Designer.

At James Hurt & Company I worked directly with the Realtors on brand development. I helped the company grow from a few agents to a large team consisting of several Realtors and staff. My duties included logo design, website development, social media marketing, and composition and design of marketing and collateral materials. During the 6 years I worked with James Hurt, I built over 50 WordPress websites for different houses, communities and business ventures. I also learned a lot about the real estate industry.

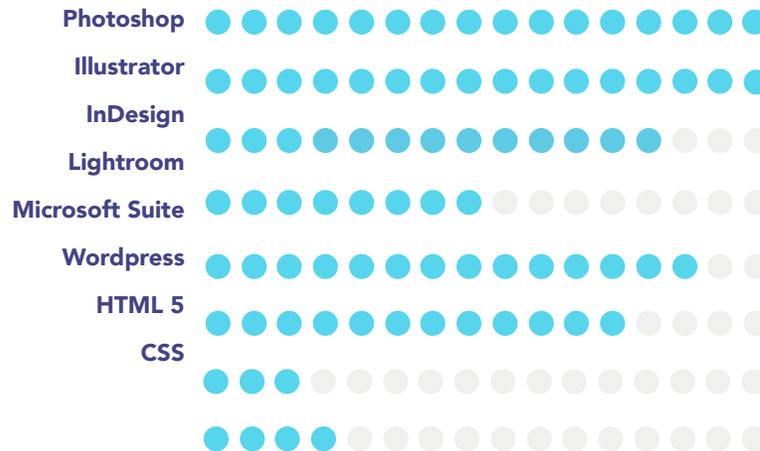
## Freelancing & Consulting

2007- When Available

Graphic & Web Designer.

I have done freelance work for many different companies in diverse industries, including nonprofit organizations. I have also served as a consultant for small businesses to help them create better online strategies. Some of the companies I have worked with include: LifeBlue Creative & Technology, AIDS Arms, Friends of Wednesday's Child, Alice Givens Jones Foundation, Nina Brigadeiro, Laurey Peat & Associates Inc, Museum of Geometric & MADI Art and more.

# SKILLS



## RECOMMENDATIONS

I am excited to recommend Taly Melo for brand management services for web development, logo design and graphic design. I have had the privilege of working with Taly for over 6 years... Her diverse group of clients prove that her creativity and business savvy cannot be put in a box.—Vonna Matthews, MBA



Taly is an extremely hard working, driven, and talented designer. I've worked with Taly for two years now and have seen a tremendous growth in her technical abilities, thoughtfulness, presentation skills, and ability to think creatively beyond the task at hand.

Taly has made a huge contribution to improving the visual identity of the Nobilis Health brands in all marketing channels. Also, she's an excellent digital designer with strong abilities in web design—since starting to work at Nobilis, she has redesigned two brand websites. Taly would be a huge asset to any creative team! — Creative Director at Nobilis Health Corp.

More recommendations on LinkedIn:

[www.linkedin.com/in/talymelo](http://www.linkedin.com/in/talymelo)