

Katherine Martin

SYDNEY, NSW | KGMARTIN102@GMAIL.COM | KATMARTINDESIGN.COM

Creative Graphic Designer & Visual Artist with expertise in branding, user interface design, and marketing materials across games, print, and digital platforms. Skilled in creating cohesive visual identities, producing marketing content, and producing high quality solutions for entertainment, education, and small business clients.

Digital Toolset

Adobe Photoshop, Illustrator, InDesign, After Effects • Branding & Logo Design • Typography • Layout Design • Figma • User Interface (UI) Design • Iconography • Social Media Content Creation • Presentation Design • Unity • Maya • Blender

Experience

AUG 2021 - FEB 2024

Bencin Studios, Los Angeles, USA – *Game Artist, Graphic Designer*

- Designed logos, banners, and marketing materials for game titles such as Spheres: The Sentinels Legacy and Bencin Studios branding.
- Produced weekly social media content to drive audience engagement and brand presence.
- Created pitch presentations, client proposals, and visual portfolios that contributed to successful project bids and client acquisition.
- Designed UI elements, icons, and menus for *Quadoku* and *QB Toss* for Valiant Pixel Studios.

JAN 2020 - PRESENT

Freelance Graphic Design and Illustration, Los Angeles, USA – *Freelance Artist*

- Designed book cover, illustrations, and page layouts for *Beautiful Secrets* by Kyras Melena.
- Designed and produced student information brochures and other printed materials for Mindframe Education, ensuring clarity and brand consistency.
- Created branding packages for small businesses, including Enchanted Alice and Realm Games.
- Produced marketing artwork for *Velana Adventures* and *War of Velana*.
- Led the redesign of the IP's user interface for Realm Games's investor presentations, improving visual quality and consistency.

Education

AUG 2017 - DEC 2020

Virginia Commonwealth University, Richmond, USA – *BFA in Communication Arts*