

DON ALEXIS R. MARTIREZ

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing and Product Design professional with over a decade of experience blending creative vision with technical expertise. Proven track record in driving impactful marketing campaigns, optimizing digital products, and enhancing user experiences across diverse industries. Proficient in full-stack web development (React, Next.js, Python), advanced graphic design (Adobe Creative Suite, UX/UI), AI applications, and content strategy. Combines a creative, systematic approach with entrepreneurial thinking to distill complex challenges into innovative, customer-centric solutions that deliver measurable business outcomes.

EXPERIENCE

Web Producer | The Huntington Library, Museum, & Botanical Gardens

California, USA (February 2022 – October 2022)

- Spearheaded website optimization efforts, resulting in a 20% increase in site efficiency, 10% growth in organic traffic, and a 30-day acceleration of project timelines.
- Produced high-volume, high-quality content (averaging 5 articles per week), repurposing for social media, press releases, and print publications, comprising 30% of the company's online presence.
- Enhanced user engagement and reduced customer inquiries by 10% faster than the team average through improved online content and UX.

Marketing/IT | Food Makers Bakery Equipment

Irwindale, California, USA (November 2017 – March 2018)

- Successfully launched an Amazon store, creating a significant new revenue stream for the 30-year-old company.
- Optimized SEM campaigns, decreasing Ad Spend by 62.5% (from \$2000 to \$750) while more than doubling Click-Through-Rate (0.57% to 3.14%).
- Increased online sales through targeted digital advertising and email marketing campaigns, leveraging Google Ads and competitive analysis.

Graphic Designer | Webasto Charging Systems Inc.

Monrovia, California, USA (October 2018 – November 2019)

- Led comprehensive rebranding initiatives, developing cohesive marketing materials that significantly enhanced brand identity across all platforms.
- Managed diverse projects including product catalogs, instruction manuals, website landing pages, and tradeshow materials, ensuring brand consistency.
- Designed high-quality environmental graphics and displays, consistently meeting tight deadlines and production standards.

PROJECTS

Webasto Charging Systems Product Packaging: Designed comprehensive product packaging and marketing materials, applying deep understanding of print production techniques and brand guidelines to create effective visual communication for product launches.

Tech: Graphic Design, Typography, Vector Illustration, Digital Imaging, Branding, Style Guides, Photoshop, Illustrator, InDesign, UX/UI

Toyota Mirai E-blast Campaign: Transformed static PSD files into responsive, cross-client compatible email templates for a major e-blast campaign, ensuring optimal viewing and engagement across all email platforms.

Tech: HTML, CSS, MJML, Litmus, E-blasts, Digital Marketing, Email Marketing, UX/UI, Web Typography

The Huntington (Dev Ops): Contributed to digital initiatives for a renowned cultural institution, leveraging AI, chatbot integration, and UX/UI principles to enhance site functionality and user experience on a Drupal 10 platform.

Tech: AI, Chatbot, UX/UI, Site Audit, Drupal 10, PHP, Software Development, Project Management

SKILLS

Technical: Full Stack Web Development (React, Next.js, Python, PHP, JavaScript, HTML, CSS, Tailwind), Database Design (NoSQL, SQL), Data Processing (Gathering, Cleaning, Analysis, Visualization), AI (Prompt Engineering, RAG, Machine Learning), SEO, CMS Management (WordPress, Drupal)

Design & Tools: Graphic Design (Typography, Layout, Photography, Environmental Design, Motion Graphics), UX/UI Design (User Research, Wireframing, Prototyping, Usability Testing, WCAG), Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma

Soft Skills: Creative Problem Solving, Innovation, Customer Centricity, Entrepreneurial Thinking, Communication & Listening, Adaptability & Multitasking, Time Management, Teamwork, Self-drive & Initiative

EDUCATION & CERTIFICATIONS

- Bachelor of Art in Media Arts & Design, Graphic Design Concentration | Mt Sierra College, Monrovia, CA | April 2015
- Google UX Design Professional Certificate | Coursera | Feb 2026
- Google AI Professional Certificate | Coursera | Feb 2026
- Generative AI Leader Professional Certificate | Google Cloud Training | Feb 2026