

MARTHA FIERRO

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www.marthafierro.com

EXPERIENCE

Lead Brand Designer

ShiftKey — Remote, Consulting | 2022-Current
Support Brand Design System consistency across channels through design, feedback and expansion of brand guidelines.

Creative Lead & Designer

Martha Fierro — New York, NY | 2015-Current
Collaborate with clients to define design experiences Product Design, Visual Design, Branding, UI/UX, Creative Direction, Strategy and Research with a focus on developing and strengthening brand systems.

Senior Product & Visual Designer

Argodesign — Austin, TX | 2016-2022
Collaborated on design solutions—through Research, Audits, UI/UX, Visual Design, Journey Maps, Prototypes, Concept Strategy, Workshops, and Documentation.
Defined & designed Sam's Club Design Language System for internal and customer-facing platforms.
Led design & strategic solutions for IoT product and platform by working directly with client and dev team.
Worked on internal concept pieces & products by defining brand identities, visual assets, and products.

Visual Designer

Study Abroad at TXST — San Marcos, TX | 2014-2015
Designed materials to illustrate study abroad programs.

COMMUNITY

Mentorship

AIGA New York — New York, NY | 2023

Interactive Class, Final Project

Texas State University — San Marcos, TX | 2020

Alumni Panel

Texas State University — San Marcos, TX | 2019, 2020

Mentorship

Texas State University — San Marcos, TX | 2020

EXHIBITIONS

Before the End

Lucky Riso & SVA, New York, NY | 2022

Argodesign Art Show

Argodesign — Austin, TX | 2019

Inhabit Thesis Show

Texas State University — San Marcos, TX | 2015

HOLA! I'M MARTHA (MAR-TA), A MULTIDISCIPLINARY DESIGNER & ARTIST DRIVEN BY CURIOSITY—THROUGH MY PROCESS, I AIM TO UNCOVER DISTINCT CHARACTERS THAT DEFINE COHESIVE EXPERIENCES.

FOCUS

Product Design	Branding
Visual Design	Editorial Design
UI/UX	Web Design

SKILLS

Tools

Figma, InDesign, Illustrator, Photoshop, After Effects, Lightroom, Principle, Premiere, Invision, Confluence, Zeplin, Jira, Webflow

Languages

Spanish, English

EDUCATION

MFA in Design & Entrepreneurship

School of Visual Arts — New York, NY | 2021-2023

BFA in Communication Design

Texas State University — San Marcos, TX | 2012-2015

BFA in Photography

Texas State University — San Marcos, TX | 2012-2015

RECOGNITIONS

Paula Rhodes

SVA MFA in Design — New York, NY | 2023

Awarded to master's degree candidates whose thesis work is deemed exceptional

Golden Fleece

Argodesign — Austin, TX | 2019

Peer Nomination for Creativity, Commitment and Impact within argodesign

Silver

IDSA for Social Impact — Austin, TX | 2018

Play Possible, Deck of Cards for Education

Silver Addy

Austin Ed Fed — Austin, TX | 2016

Getaround, Jane & Jo Identity System

Best Portfolio Award

Texas State University — Austin, TX | 2015