

ERIN MARTIN

CONTACT

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<https://www.emartinmedia.com>

Visual Designer and Front-End Developer with newsroom experience across print and digital media, passionate about using thoughtful visuals and technology to make stories clearer and more impactful. I have a strong foundation in sports storytelling shaped by four years as a collegiate athletics photographer.

SKILLS

Visual Design, Web Design, Web Development, 3D & Motion Design, Photography, Videography

WORK EXPERIENCE

Front-End Web Design Intern | June 2025 - Present, May 2024 - August 2024

PNY Technologies, PNY Pro

- Conceptualize and execute visual solutions across web, print, social, motion, event, and 3D projects supporting PNY's professional product lines
- Design A+ e-commerce content for PNY GeForce RTX GPUs, translating NVIDIA RTX features, GPU performance, and AI-driven capabilities into clear, engaging visual narratives
- Develop and maintain responsive web content using HTML5, CSS, and JavaScript, supporting product launches and marketing initiatives featuring NVIDIA technologies
- Design multi-channel campaign assets (web, motion, video, and digital graphics) that simplify complex technical concepts for both consumer and professional audiences
- Apply and extend established brand systems and guidelines across large-scale campaigns, ensuring visual consistency and clarity across platforms

Design Chief | December 2023 - May 2025

Elon News Network

- Led and mentored a team of designers, providing guidance on style guidelines and fostering their creative process
- Collaborated with Managing Editor of The Pendulum to ensure a clear and concise layout for the weekly paper
- Developed custom editorial illustrations that translated abstract and narrative concepts into clear, compelling visual stories for print and digital platforms

Director of Graphic Design | September 2023 - May 2025

Rising Phoenix (Elon Athletics)

- Led and managed a graphic design team, driving cohesive visual storytelling across editorial, web, and social platforms
- Conceptualized visual systems to communicate complex narratives to audiences
- Designed a compelling and consistent brand identity for all Rising Phoenix projects
- Assisted in the day-to-day management of social media accounts

Jr. Graphic Design Intern | May 2023 - August 2023

Destination Decoded

- Collaborated with lead designers and copywriters to create print and digital assets for luxury hospitality brands
- Assisted in advancing project management, file sharing, and reporting systems
- Performed various daily creative production tasks, including research, mood board creation, and proofreading

SOFTWARE

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe Premiere Pro, Adobe Firefly, Figma, Adobe XD, Blender, HTML, CSS, JavaScript, React.js, Svelte, Node.js, Tailwind, WordPress, Excel

EDUCATION

Elon University | August 2021 - May 2025

B.A. Computer Science, Communications minor