

dídima.

DÍDIMA ARRIETA MARTÍNEZ
CREATIVE DIRECTOR | ART DIRECTOR
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dan-didima.com

Experience

June 2020 - Present
USA / UK / Spain
Freelance CD / Art Director

Jan 2020 - June 2020
VCCP (New York City)
Associate Creative Director

July 2019 - Dec. 2019
VaynerMedia (New York City)
Associate Creative Director

Aug. 2017 - July 2019
Rokkan (New York City)
Senior Art Director

Sept. 2013 - Jul. 2017
The Brooklyn Brothers
(New York City)
Senior Art Director

Aug. 2012 - Sept. 2013
TAXI (New York City)
Art Director

July 2011 - Aug. 2012
Studio 223 (Atlanta)
Brand Content (Boston)
Freelance Art Director & Designer

Oct. 2007 - Jan. 2008
ICDM (Madrid)
Marketing and Public Relations

Education

Sept. 2009 - July 2011
The Creative Circus (Atlanta)
+ Art Direction & Design
Certificate
+ spec portfolio

Oct. 2004 - July 2009
Universidad Complutense de
Madrid (Madrid)
+ Licenciada en Publicidad y
Relaciones Públicas, graduating
with Honors.

Oct. 2007 - May 2008
Master-D (Madrid)
+ Visual Merchandising

Competencies & Interests.

Strengths: Smart, fun ideas;
Strategic thinking; Branding;
Typography; Color theory; Craft;
Layout; Identity design; Collage;
Vector illustrations; Figure Roller
skating (yep).

Skills: Adobe Illustrator, Photoshop
and InDesign; Experienced creating
in all mediums with a concentration
in film and integrated campaigns.

English ability: Fully fluent
Spanish ability: Native speaker
Personal interests: Embroidery;
Pilates; Design; @SweetWorkouts;
Indie bands; Patterns; Scarves;
Lattes; Ice cream; Travel.

Awards & Jury

2017 Bronze Clio Sports award,
New York Rangers
2015 Gold Effie,
NBC Sports/Premier League
2014 Gold Ad Age Small Agency
of the Year Award
2013 AICP Award,
Applegate Farms
2011 D&AD in Book,
Aviva (Student award)

2020 New York Festivals Advertising
Awards: Jury Member
2019 The Creative Circus Student
Show: Jury Member