

IRENE MARTINS CREATIVE LEAD 13+



Creative lead with 13+ years of amplifying strategies with creativity, culture and innovation to connect brands with people in meaningful ways. Agency and in-house, turning business challenges into stories and design solutions that leave a mark and last. Amsterdam-based since 2018. Open to relocating. Made in Portugal, where a thirty-second commercial is a story you'll remember for years. Where brave ideas and memorable stories are born, with teams fuelled by talent, drive and trust: that's home. Leading projects and empowering teams. Risks are taken. Comfort zones not taken. Never less than everything I've got.

Contact

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Creative leadership

Creative and art direction
Design and brand strategy
Team mentorship and leadership
Creative standards and feedback
C-suite stakeholder communication
Creative operations

Brand, design, hands-on

World-building and storytelling
Brand identities and systems
Multi-channel campaigns
Design systems and guidelines
OOH, print and motion
UI/UX and front-end (HTML, CSS)
AI-assisted workflows

Languages

Portuguese (native)
English (fluent)

SENIOR DESIGNER / DESIGN LEAD

DPOK - Rotterdam, NL

June 2023 - June 2026 reporting directly to CCO

Digital brand agency

Key clients MDL Fonds, Diergaarde Blijdorp (Rotterdam zoo) and Woven Capital (Toyota). Owned the MDL Fonds brand (Dutch Digestive Health Foundation, raised over €20M across 2024-2025), partnering directly with its management team on creative strategy and direction, defining what was produced and why. Led its full rebrand and held final creative approval across all brand outputs, in-house and external. Led projects from ideation to delivery across digital, print and OOH, from campaigns and websites to digital products, balancing creative vision with business goals, feasibility and deadlines. Led rebrands, uniting strategy, identity, creative direction and scalable design systems into one language, repositioning organisations and making client teams self-sufficient day to day. Directed daily workflows and project allocations across the design team. Managed and mentored 5+ designers through trust and open, constructive feedback, sharpening their critical thinking and decision-making while raising craft quality and creative ambition. Rebuilt how creative teams work by diagnosing inefficiencies and restructuring workflows. Embedded AI into the team's process to automate production work, creating more room for creative thinking, more care for craft.

CREATIVE DESIGNER

BUX - Amsterdam, NL

January 2022 - February 2023

Innovative European neobroker, owned by ABN AMRO

Owned projects, ideating and crafting strategic design narratives that aligned creative decisions with product and business goals. Transformed cross-functional design workflows, streamlining communication and removing friction between creative, brand and marketing. Shaped and led the brand identity and creative direction, from concept through final execution, across web, digital and marketing: website and landing pages, multi-channel campaigns, marketing assets and a brand activation in Amsterdam Sloterdijk Station. Developed guidelines and evolved brand systems, supported by A/B testing, ensuring a coherent brand expression across every platform and all 5 markets.

WEB AND DIGITAL DESIGNER

Spotzer - Amsterdam, NL

May 2019 - September 2021

Global digital marketing provider serving SMBs across 30+ countries

Streamlined in-house design workflows, reducing production time and building processes that scaled with the team. Owned design projects, translating briefs and business goals into effective visual solutions under tight deadlines. Established design guidelines, systems and standards informed by worldwide product data, ensuring consistency across multiple markets. Documented creative processes and mentored designers, cultivating best practices across logo construction and design standards. Designed 10+ logos and front-end coded 20+ websites and e-commerce solutions for SMB, B2B and B2C clients across 5+ countries.

IRENE MARTINS

CREATIVE LEAD

13+



(cont)

Tools

Figma, Webflow
Adobe CC (inc Firefly)
Claude, Midjourney, Figma Weave
Jira, Atlassian, Miro

Education

Communication and multimedia design
ESEC, Escola Superior de Educação de Coimbra
Bachelor, 2009 - 2012
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Front-end and responsive web development
EDIT. - Disruptive Digital Education
Course, 2016

WEB AND DIGITAL DESIGNER

Banco Invest - Lisbon, PT
November 2012 - December 2018

Award-winning Portuguese private bank specialised in savings, investment and wealth management

Joined as an intern, hired after nine months. Designed and front-end coded the bank's first responsive website, translating its values into a fresh and long-lasting digital brand.

Designed and front-end coded landing pages, marketing communications and infographics for the brand and sub-brands. Translated features, applications and technical requirements into appealing client-focused design solutions. Created design guidelines and systems, bringing brand consistency across departments. Collaborated closely with the bank's administration board, marketing department and backend developers, defining design strategies to meet business goals and client needs.

GRAPHIC DESIGNER - INTERN

RTP, Rádio e Televisão de Portugal - Lisbon, PT
February 2012 - April 2012

Public service broadcasting organisation of Portugal, operating 4 national television channels and 3 national radio channels, as well as several satellite and cable offerings

Learned how broadcast graphics and digital assets are created for TV channels. Designed strategic graphic concepts for TV shows. Created motion graphics for different television programmes and narratives.