

**Martin Pohlmann**  
Visual Communication + Identity

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## Education

### Ringling College of Art + Design

Graphic Design BFA  
Business of Art & Design Minor  
Sarasota, FL, 2016 – 2020

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## Experience

### Ringling Design Center

Designer & Art Director, Sarasota, FL, November 2018 – Present

- Working in printed matter, brand activations, typefaces, and brand identities
- Designed and art directed the brand identity, promotional material, and photo shooting of the 2019 Trustee Scholar Awards
- Lead the branding and design of Ringling's SXSW brand activation
- Rebranded Ringling College's brand identity and campus wayfinding

### Ogilvy 485

Design Intern, Chicago, IL, June 2019 – August 2019

- Worked in brand identity and advertising projects for CFA Institute, Chicago Film Festival, SC Johnson, Tyson Foods, and Workday
- Participated in and won the internship pitch for Country Crock

### Fuenfwerken

Design Intern, Berlin, Germany, May 2018 – July 2018

- Worked in UI/UX and branding for BBBank, Clariant, EY, and Isuzu Motors
- Developed and designed a digital campaign for Weber-Stephen

### Brandship

Design Intern, Hamburg, Germany, May 2017 – July 2017

- Participated in rebranding and advertising campaign for Puan Klent
- Designed a POS campaign for Nescafé Azera
- Designed packaging and POS for Popp Feinkost
- Conducted market research, strategy, and positioning for Zentis

### MBLM

Design Intern, New York, NY, June 2016 – July 2016

- Designed brand guidelines and advertising campaign for DriveWealth
- Redesigned brand identity and website for Verscend
- Designed and strategized mobile app and marketing website for Bounce

### Omnia Media

Freelance Designer, Los Angeles, CA, October 2014 – June 2016

- Consulted content creators for social media visuals
- Developed internal brand assets and promotional material

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## Recognition

- Best of Ringling – Most Outstanding Sophomore Award (2018)
- Best of Ringling – Bronze Juror's Award (2018)
- Ringling College of Art + Design Trustee Scholar Award (2019)
- Student Silver ADDY 2019 – Consumer Campaign & Mobile/Web-Based
- Best of Ringling – Most Outstanding Junior Award (2019)
- Best of Ringling – Bronze & Silver Juror's Award (2019)
- ADC Young Ones Finalist (2019)
- Adobe Design Achievement Awards Top Talent (2019)
- Gold ADDY 2020 – Sales & Marketing
- Gold ADDY Best in Category 2020 – OOH
- GDUSA 2020 – Student to Watch
- Communication Arts – 2020 Student Showcase