Martin Pohlmann Visual Communication + Identity 941.275.3891 martin@pohlmann.design pohlmann.design 3976 Destination Dr Unit 201 / Floor 2 Osprey, FL 34229

Education

Ringling College of Art + Design

Graphic Design, Bachelor of Fine Arts Business of Art and Design, Minor Graduated in 2020

Experience

AKQA

Art Director, 2024 – Present Senior Designer, 2022 – 2024 Atlanta, GA

- Leading digital branded experiences and design systems for clients including Delta Air Lines and The Masters
- Designed the brand identity system for U.S. Soccer's new National Training Center to be opened in Atlanta in 2026
- Lead the design team for Delta Air Line's new global design system, streamlining previously siloed platforms into one shared system

Ogilvy 485

Designer, 2020 - 2022, Chicago, IL

 Worked on comprehensive brand platforms and identity systems for Absolut Vodka, Audi, City of Chicago, IBM, TD Bank, and Modelo

Ringling Design Center

Art Director, 2018 - 2020, Sarasota, FL

- Designed and art directed brand identities, campaigns, and printed matter for Ringling College events and communication
- Lead the design for Ringling College's SXSW brand activations
- Redesigned Ringling College's brand identity and campus wayfinding

Fuenfwerken

Freelance Designer, 2018 - 2019, Berlin, Germany

- Designed brand identities, publications, and UI/UX concepts for clients including BBBank, Clariant, EY, and Isuzu Motors
- Art directed and designed a digital campaign for Weber Grills

Brandship

Design Intern, 2017, Hamburg, Germany

 Designed packaging, brand identities, brand strategy, and market research for Nescafé, Puan Klent, Zentis, and Popp Feinkost

MRIM

Design Intern, 2016, New York, NY

 Designed brand identities, brand guidelines, advertising campaigns, and UI/UX concepts for DriveWealth, PayPal, and TIMEX

Awards

- Graphic Design USA, American Graphic Design Awards, 2020
- Graphic Design USA, Student to Watch, 2020
- ADDY Awards, Best in Category, 2020
- Graphic Design USA, American Graphic Design Awards, 2019
- Adobe Design Achievement Awards, Top Talent, 2019
- The One Club for Creativity, Young Ones, Merit Award, 2019
- Ringling College of Art and Design, Trustee Scholar Award, 2019

Talks + Publications

- AIGA Design + Business Conference, Speaker, 2020
- Brand New, Ringling Rebrand, 2020
- Communication Arts, Interactive Annual, 2020