



JGM

Designer | Illustrator

Julia Martinez

2026 Spring

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

My goal as a graphic designer and illustrator is to create efficient designs that balance practicality with a sense of whimsy. I am inspired by a childhood filled with video games, comics, and animated shows; my love for all things silly and fantastical bleeds over into my work, which is carefully planned and researched. I wish to use the compositional skills I've gained from my formal education in graphic design to put creations into the world that are infused with my playful nature. In other words, I want to inject the design world with fun.

When starting a project, I first rely on my strong research skills to learn all there is to know about what I need to design. I ask detailed questions to my clients to ascertain their needs, addressing said needs with the knowledge I gained from my education. I then use my background as an illustrator to visualize the project, checking back in with the client routinely to ensure that I am on the right track. The final compositions are created in Adobe software such as Illustrator, InDesign, and Photoshop; this is also where I polish the designs, perfecting the balance of the compositions with a keen eye for detail.

My work is also driven by my many artistic hobbies outside of design. I have experience in printmaking, metalsmithing, pottery, chalkboard painting, embroidery, needle felting, and more. All of this experimentation has nurtured my techniques and creativity, allowing me to create more unique work. I've especially gained an appreciation for texture, linework, and a hand-drawn approach to digital design. Overall, I approach compositions with an open mind and an eagerness to learn; I can't wait to see what kinds of projects I do next.

Title	Original Format
Figure 1: ACT Human Rights Film Festival 2026 Creative Design	InDesign, 7.5 in x 5 in
Figure 2: Squeek! Small Animal Pet Care Brand	InDesign, 7.5 in x 5 in
Figure 3: “Monochrome Butterfly Land” Album Design	InDesign, 7.5 in x 5 in
Figure 4: Hooves & Spoons Brand Design	InDesign, 7.5 in x 5 in
Figure 5: “Grow Together” Children’s Rights Campaign	InDesign, 7.5 in x 5 in
Figure 6: “Blend” Magazine Design	InDesign, 7.5 in x 5 in
Figure 7: “Waitress” Cookbook Design	InDesign, 7.5 in x 5 in
Figure 8: “Devil Horns” Hot Sauce Design	InDesign, 7.5 in x 5 in
Figure 9: “Solitude” Fictional Tourism Campaign	InDesign, 7.5 in x 5 in
Figure 10: “Bandit” Board Game Design	InDesign, 7.5 in x 5 in



Figure 2: Squeek! Small Animal Pet Care Brand

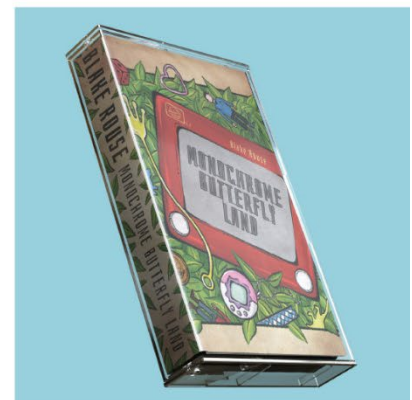


Figure 3: "Monochrome Butterfly Land" Album Design

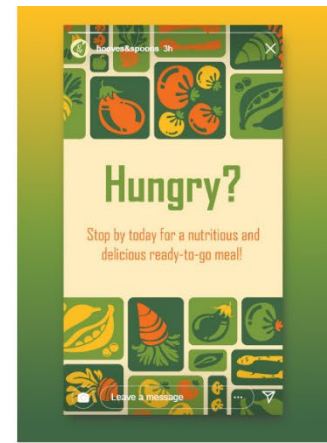
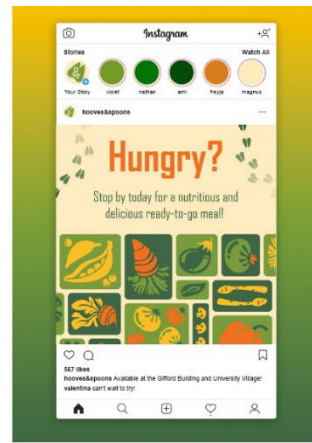


Figure 4: Hooves & Spoons Brand Design

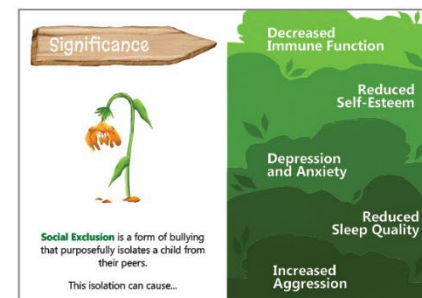
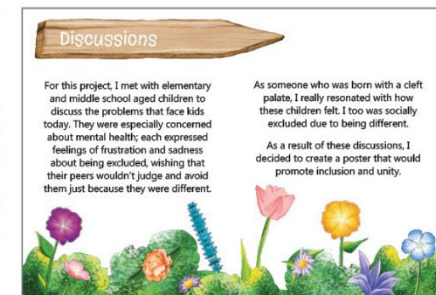
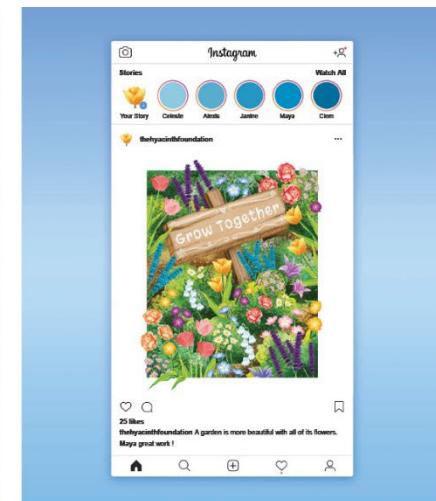
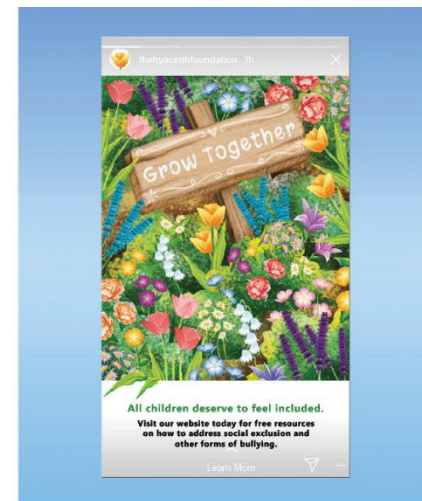


Figure 5: "Grow Together" Children's Rights Campaign



Figure 6: “Blend” Magazine Design



Figure 8: “Devil Horns” Hot Sauce Design



Figure 9: "Solitude" Fictional Tourism Campaign

BANDIT

AND THE GOLDEN PRINCESS



Figure 10: “Bandit” Board Game Design