

IRENE M.

CREATIVE LEAD



Good design starts with asking the uncomfortable why

13 years of building honest work across brand, digital, product and campaigns.
Today, also leading the people behind it.
From Lisbon, based in Amsterdam.

CONTACT

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CREATIVE LEADERSHIP

Creative direction and brand strategy
Design strategy and vision
Multi-channel campaigns
Team mentorship and leadership
Creative culture
Stakeholder/leadership communication
Resource planning

HANDS-ON

Brand identities and systems
Design systems and guidelines
Art direction
UI/UX and front-end (HTML, CSS)
AI-assisted workflows
OOH and print

LANGUAGES

Portuguese (native)
English (fluent)

TOOLS

Figma, Webflow, Lovable
Adobe CC (inc Firefly)
Claude, Mid journey
Jira, Atlassian, Miro

EDUCATION

Communication and multimedia design
2009 - 2012



Senior designer/Creative lead

DPDK - NL, Rotterdam
June 2023 - current, reporting directly to CCO

Award-winning digital agency

Key clients Diergarde Blijdorp (Rotterdam zoo), Woven Capital (Toyota) and MDL Fonds. Leading and crafting 3+ rebrands that last, aligning strategy, creative direction, brand identity and design systems into one language. Brand owner for MDL Fonds, partnering directly with leadership on creative direction and holding final approval across all brand outputs, from DPDK's in-house work to external freelancers and production partners. Leading design projects from ideation to execution, balancing creative vision with business objectives and technical feasibility. Directing workflows and project allocations across the wider design team. Managing 2 designers at a time (5+ to date), sharpening their critical thinking and decision-making while pushing for craft quality and creative ambition. Embedding AI into the team's creative workflow to automate production work - more room for creative thinking, more care for craft.

Creative designer

BUX - NL, Amsterdam
January 2022 - February 2023

Innovative European neobroker, owned by ABN AMRO

Conceived and crafted strategic design narratives that aligned creative decisions with product and business goals. Designed and led creative across web, digital and marketing - campaigns, product surfaces and brand activations. Transformed workflows across creative, brand, and marketing, removing friction between teams. Evolved brand systems and guidelines, validated through A/B testing, ensuring a coherent brand expression across the 5 markets.

Web and digital designer

Spotzer - NL, Amsterdam
May 2019 - September 2021

Global digital marketing provider serving SMBs across 30+ countries

Built and scaled in-house design operations, streamlining workflows, reducing production time and establishing processes that grew with the team. Defined design systems, guidelines and standards informed by global product data, ensuring digital consistency across multiple markets. Mentored designers and documented creative processes, including logo design standards. Designed and front-end coded 30+ websites and e-commerce builds for 20+ SMB, B2B, and B2C clients across 5+ countries, alongside 10+ logos.

Web and digital designer

Banco Invest - PT, Lisbon
November 2012 - December 2018

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

Designed and front-end coded the first responsive website, creating a new long-lasting digital branding. Designed and coded landing pages and marketing communications. Implemented design guidelines across digital touchpoints. Collaborated closely with the bank's administration board, marketing department and backend developers.