

OCTAVIO E. MARTINEZ

Strategic Designer · Venture and brand design · Generative AI in the design process · Bilingual (English / Spanish)
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SUMMARY

Designer who takes ventures from framing to shipped product. Founding Creative Lead at Veya, a restaurant reservation platform built from zero and launched in Lagos, now on the App Store in the US, EU, and Africa: I framed the brand, built the identity and website, and designed and coded the production tools the team runs daily, testing every build with its real users the same day. Background in business development and a B.A. in Business Administration, so I think in desirability, feasibility, and viability, not only in visuals. MFA in Transdisciplinary Design from Parsons. Selected for the Adobe × Parsons Not Generated Creative AI Lab; co-facilitating a UN Global Pulse creative AI workshop this month. Fluent in Spanish.

EXPERIENCE

Founding Creative Lead | Veya, reservation and experiences platform (live on the App Store in US, EU, Africa) 2026 – Present

- Framed and built the brand for a pre-launch venture in a market with no incumbent: tone and territory, identity system, brand book, website, App Store creative, and the launch social system, with the founder as the only other team member.
- Designed and built the Veya Post Studio, a browser-based content tool (Claude Code, HTML/CSS/JavaScript, React on Base44), so non-designers can produce on-brand posts daily. Shipped 30+ versioned builds, each tested in the live workflow the same day, with features kept or cut based on what people actually used. The founder now produces the majority of Veya's content himself.
- Built one system with two modes: the brand, clean and service-focused so the platform reads as secure; and the club, Veya Social Club (crest, apparel line, store page, Instagram system, events), the louder city-by-city world where I do the image-making by hand.

Creative AI Workshop Co-Facilitator (contract) | Liminal, for UN Global Pulse Aug 2026 – Present

- Recruited by Adobe Sr. Engagement Manager and Liminal founder Julianne DeVita to co-facilitate a hands-on creative AI workshop for UN Global Pulse on Adobe Firefly Boards; designing exercises a mixed, mostly non-technical audience can follow and apply.

Freelance Art Director, Designer & Illustrator | Independent, New York, NY 2022 – Present

- Client-facing from brief to delivery for recording artists, an author, and an independent artist: campaign concepts, websites, a commissioned illustrated book, and music videos I directed, shot, and edited.

Digital Media & Marketing Specialist | Austin Technology Council, Austin, TX 2022 – 2023

- Led creative for digital campaigns, social strategy, and brand identity for a regional tech membership organization, across marketing, events, and communications.

Business Development Representative | House Max, Austin, TX 2023 – 2024

- Consultative outbound sales: discovery conversations, qualifying prospects, presenting to decision makers. Prospects screened collectively qualified for up to \$12M in credit lines.

SELECTED WORK

Digital Arson: The Library of Alexandria | Interactive web installation and UV-printed stone tile series 2024 – 2026

- Concept-led research into digital memory and loss, prototyped as a browser-based real-time image corruption engine I coded, then produced as phone-sized stone tiles. Extended with Adobe Firefly trained on my own illustration archive. Exhibited in New York (April 2026); featured by Dezeen (June 2026).

RECOGNITION

- **Adobe × Parsons Not Generated Creative AI Lab (2026):** selected for a two-day intensive on generative AI, authorship, and responsible practice; presented a Firefly implementation plan and was interviewed for Adobe's film on the program. youtube.com/watch?v=RjUESeyt6U4
- **Dezeen (June 2026):** Digital Arson featured in Dezeen's coverage of the Parsons × Adobe Creativity in the Age of AI program. dezeen.com/2026/06/13/evolution-of-ai-parsons-school-of-design-at-the-new-school-schoolshows/

SKILLS

Strategic design: problem framing, concept development, rapid prototyping, iterative testing in live workflows, brand and identity systems, storytelling assets, tradeoff thinking across desirability, feasibility, and viability

Generative AI in the design process: Claude and Claude Code, OpenAI Codex, Adobe Firefly and Firefly Boards, Base44, Replit; AI-assisted research synthesis, ideation, prototyping, and production pipelines; deciding what to delegate to a model and what to keep

Facilitation & communication: workshop design and co-facilitation; presenting rationale to non-designers, clients, and decision makers; discovery conversations

Tools: Figma, Miro, Adobe Creative Suite (Photoshop, Illustrator, Fresco, Premiere Pro), HTML/CSS/JavaScript, React, GitHub

Languages: English and Spanish, fully bilingual

EDUCATION

M.F.A., Transdisciplinary Design | Parsons School of Design, The New School, New York, NY May 2026

Minor: Transmedia & Digital Storytelling · Thesis: Digital Arson: The Library of Alexandria

B.A., Business Administration | St. Edward's University, Austin, TX