

# MARTIN FITZPATRICK

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## SUMMARY

Creative director / designer with extensive experience in brand communications, identity development and design management for one of the largest sports entertainment brands, focusing on all consumer-related brand touch points:

BRAND IDENTITY DEVELOPMENT | PRINT, COLLATERAL DESIGN | DESIGN GROUP MANAGEMENT  
EVENT ADVERTISING, PROMOTION | ENVIRONMENTAL DESIGN | WEB DESIGN

## PROFESSIONAL EXPERIENCE

### **FITZ Creative, Inc.**

Owner, 2005 - Present

Boutique design studio in West Village, specializing in all aspects of brand identity design and development. Clients include: Salon Ziba, Saatchi & Saatchi, French Culinary Institute, Clinique, The Argyle Group, The Skin Cancer Foundation, Frappo66

### **National Football League**

Associate Creative Director, 2004 - 2005

Design Director, 1998 - 2004

Senior Designer, 1995 - 1998

Designer, 1994 - 1995

## BRAND & IDENTITY DEVELOPMENT

- Developed nationally recognized brand identities that capture the passion, imagination and commitment of millions of fans and consumers. Identities include: Houston Texans, Atlanta Falcons, and Arizona Cardinals.
- Supervised creation of Super Bowl identity, usage guidelines, consumer products graphics standards and brand communications to ensure a premiere, authentic and consistent brand experience. Elements included: environmental graphics, special event advertising and promotion, collateral, website, event tickets / invitations, and championship apparel.
- Partnered with senior management to establish guidelines, criteria and process for development of league trademarks, including Super Bowl logo and team identities.
- Advocated for development of NFL brand guidelines, in collaboration with VP Executive Creative Director; played key role in exploration of external creative resources and selection of Landor Associates as creative partner.
- Collaborated with Landor Associates in codifying NFL's brand values, and developing identity and house style guidelines to ensure appropriate and effective communication of brand by NFL and its business and broadcast partners.

## CREATIVE GROUP MANAGEMENT

- Supervised and provided creative direction and strategy to staff of full time and freelance designers, art directors, and copywriters, in design and execution of brand communications.
- Developed creative briefs, proposals and presentations, and represented creative department in client presentations.
- Built a broad base of freelance designers and outside design firms to aid in execution of more than 800 projects annually.
- Implemented and ran regular creative meetings to promote collaboration, inspire creativity and aid in effective planning and scheduling.
- Played key role in successful reorganization of NFL's New York creative group and creation of a centralized brand management entity, which effectively guides and assists business partners in creating appropriate on-brand communications.

## **MARKETING COMMUNICATIONS**

- Developed a distinct messaging platform that unified the league's diverse community relations initiatives, resulting in clearer communication, greater awareness of NFL's community involvement, and the potential for more attractive sponsorship opportunities.
- Oversaw re-branding of youth football communications [identity, website, collateral, television and print advertising] and the development of youth marketing strategy and tagline, resulting in increased participation in league youth football programs and increased traffic to youth football website.
- Directed design and development of a cohesive calendar marks system, which extends the value of NFL brand throughout key calendar time periods.

### **Javier Romero Design Group**

Senior Designer, 1992 - 1994

Designer, 1990 - 1992

### **Additional Professional Experience:**

Sony: Identity design and traveling exhibit design, Sony Autosound

MTV: Collaborated on design of "MTV Week In Rock" identity

Harper Collins: book jacket design and illustration (Award, Graphis Book Cover Design)

Marcus Nispel: graphics for C+C Music Factory music video

Event Invitation (Award, Print Design Annual)

## **TECHNICAL SKILLS**

Adobe Illustrator, Photoshop, InDesign, Quark XPress, Macromedia Director

## **EDUCATION**

University of Notre Dame

1990 BA in Graphic Design

Special Studies, Mathematics