Margaret Martin

Infographic

Visual designer with 6 years turning research reports, product data, and campaign metrics into infographics that get shared. Comfortable pulling numbers from spreadsheets, sketching a layout, and shipping final vector files. Work has appeared on brand blogs, LinkedIn carousels, and printed conference handouts.

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KEY SKILLS

- Adobe Illustrator
- Adobe InDesign
- Figma
- After Effects (basic motion)
- Datawrapper
- Flourish
- Excel and Google Sheets for data prep
- Chart selection and data storytelling
- Typography and hierarchy
- Client presentation and revision management

PROFESSIONAL EXPERIENCE

SENIOR INFOGRAPHIC DESIGNER | NORTHWIND CONTENT STUDIO, PORTLAND, OR
2021 – PRESENT

- Produce 6 to 8 long-form infographics per month for B2B SaaS and healthcare clients, working from raw survey data and interview transcripts
- Redesigned a recurring industry benchmark report that drove 41,200 organic sessions in its first 90 days, roughly triple the previous year's version
- Built a reusable icon and chart library in Figma that cut average project turnaround from about 3 weeks to 9 business days
- Own the review loop with editors, subject-matter experts, and legal, usually clearing final approval in 2 rounds or fewer
- Mentor two junior designers on data cleaning, chart selection, and how to defend layout choices in client calls

INFOGRAPHIC DESIGNER | COPPERLEAF MARKETING GROUP, BOISE, ID
2018 – 2021

- Designed static and animated infographics for financial services and higher-ed clients, averaging around 15 pieces a quarter
- Partnered with the search team to structure infographics as scroll-friendly web pages, contributing to a noticeable lift in time on page across the client blog network
- Converted dense PDF whitepapers into 60-second social cutdowns for LinkedIn and X
- Standardized a client intake questionnaire that trimmed revision cycles and reduced late-stage scope changes

EDUCATION

- Bachelor of Fine Arts, Graphic Design, Pacific Northwest College of Art, 2018
- Certificate, Data Visualization, University of Washington Continuum College, 2020