



BRIAN MARTIN

DIGITAL DESIGN LEADER | UX/UI · WEB · BRAND · CREATIVE

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Professional Summary

Multidisciplinary digital design leader with 15+ years of experience across UX/UI, web, e-commerce, branding, photography, and video. Combines hands-on creative expertise with technical development, creative direction, and digital strategy.

Core Competencies

UX/UI Design

Web Design & Development

E-commerce

Creative Direction

Brand Systems

Front-End Development

Digital Content

Photography & Video

Project Management

AI-Assisted Creative Workflows

Professional Experience

Digital Design Manager

Great Northern Equipment Distributing, Inc. | Rogers, MN

April 2017 – September 2026

- Managed and contributed to digital design and creative initiatives across Great Northern Equipment and its portfolio of B2B and direct-to-consumer brands, spanning web and e-commerce, UX/UI, brand systems, photography, video, and digital content.
- Collaborated on redesigns and feature development across three e-commerce properties—Great Northern Equipment, CEI Supply, and TractorSeats.com—designing and implementing front-end enhancements using HTML, CSS, JavaScript/jQuery, and CMS/e-commerce platforms.
- Partnered with marketing, IT, sales, leadership, developers, and external vendors to translate business requirements into customer-facing digital solutions, contributing creative direction alongside hands-on design and development.
- Established and maintained brand standards and visual systems across Great Northern Equipment and a broad portfolio of brands, including CEI Supply, TractorSeats.com, K&M, Brave, Dosko, Iron & Oak, Maxim, and JRCO.
- Developed standardized UX patterns for product information, documentation, applications, navigation, and dealer discovery, with a particular focus on improving consistency across Great Northern Equipment and CEI Supply.
- Produced and managed product photography and video content supporting Great Northern Equipment and its portfolio of brands, handling projects from planning and capture through editing, optimization, and deployment.
- Managed digital and creative projects from concept through implementation, coordinating technical requirements, stakeholder feedback, timelines, brand standards, and cross-functional collaboration.
- Evaluated and incorporated emerging technologies and AI-assisted creative workflows to improve production efficiency and expand visual-content capabilities.



DESIGN | DEVELOP
CAPTURE | CREATE

Education

Associate of Applied Science, Graphic Design

Minneapolis Business College
2008

4.0 GPA

Dean's List

Best in Show, Portfolio Show
Outstanding Student Award

Technology

Design & Creative

Photoshop • Illustrator •
InDesign • Premiere Pro •
After Effects • Figma

Web & Technology

HTML5 • CSS3 • JavaScript •
jQuery • Razor •
NopCommerce • CMS &
E-commerce Platforms

Professional Experience

Independent Designer & Multimedia Artist

Brian William Martin / BWM (formerly B Willy Designs) | Minnesota
2008 – Present

- Provide independent creative services across graphic design, web design and development, branding, photography, videography, digital art, and multimedia production for businesses and individual clients.
- Design and develop websites and digital experiences from initial concept through launch, combining visual design, UX/UI, front-end development, and content creation.
- Produce commercial and creative photography, videography, and aerial/drone content, managing projects from capture through editing, post-production, and final delivery.
- Create brand identities, logos, marketing collateral, digital advertising, illustration, and original artwork across digital and physical media.
- Develop creative projects using AI-assisted design and visualization, interactive media, emerging technologies, and independent video game development.
- Work directly with clients to define project requirements, develop creative direction, manage revisions, and deliver production-ready assets.

Graphic & Web Designer; Graphics Installer

Signs in MN | Minnesota
November 2013 – April 2017

- Designed websites, brand identities, marketing collateral, signage, vehicle graphics, and environmental graphics for a diverse range of clients.
- Prepared production-ready artwork for large-format printing and vinyl fabrication, ensuring accuracy from digital design through physical production.
- Worked directly with customers throughout design, production, and installation to translate business needs into effective visual solutions.