



CONTACT

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PORTFOLIO

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SKILLS

Licensing • Textile graphics •
Menswear • Print & placement •
Supplier briefing • Artwork approval •
Colour management • Commercial
trend translation • Production
feasibility • Cross-functional
collaboration

RECRUITER ACCESS

davidemartini.ink/
portfolio-cv-for-recruiters

Password:

ShowMeWhatYouGot

HAND
ITALIA
MADE

DAVIDE MARTINI

SENIOR GRAPHIC DESIGNER

LICENSING & COMMERCIAL MENSWEAR

PROFILE

Senior graphic designer specialised in licensed menswear and high-volume retail collections, with more than 20 years across Diesel, Esprit and C&A. Proven track record delivering commercially successful graphics from concept to bulk production, aligning creative direction, supplier execution and licensing compliance in international fashion environments.

EXPERIENCE

2016 – NOW

C&A – DÜSSELDORF

GRAPHIC DESIGNER • LICENSE & GRAPHIC DEVELOPMENT

Lead creative development of textile graphics across menswear and licensed collections – around 60 final styles per season plus 15–20 licensed styles through Direct-to-Retail programs. Own end-to-end DTR licensing: artwork, supplier briefing, licensor communication, approvals, fittings and production validation. Senior creative referent across flat knit, circular jersey and outerwear; developed C&A's first customer insight guide.

2013 – 2016

ESPRIT – RATINGEN

MENSWEAR SENIOR GRAPHIC DESIGNER

Textile graphics, prints and branding for seasonal menswear from concept through production. Primary creative referent for two team members while remaining in a designer role with senior-level responsibility. Managed licensed graphics development with external partners and internal stakeholders; supported trend research and commercial alignment.

2012 – 2013

SELF-EMPLOYED – SHANGHAI

ART DIRECTOR

Branding, illustration, packaging, signage and video production for international clients including Starbucks and Etam Homme. Directed photoshoots, visual communication and spatial graphic applications across retail and media contexts.

CERTIFICATIONS

Creative AI: Images and Media –
University of the Arts London, 2026

Introduction to Creative AI –
University of the Arts London, 2026

Leadership and Influencing Skills –
Google, 2026

Sign Painters Academy Program,
2023

Google Fundamentals of Digital
Marketing, 2022

Advanced Airbrush Masterclass, 2016

Adobe Creative Suite Update
Training, 2015

Pantone Colour Management
Workshop, 2012

EXPERIENCE – CONTINUED

2010 – 2012

ASOBIO – SHANGHAI

GRAPHIC DEPARTMENT MANAGER

Directed graphic development across six in-house brands covering menswear and womenswear. Managed textile print design, branding, packaging, approvals and coordination with production teams; supervised creative workflow and visual consistency across product lines.

2009 – 2010

ENERGIE, SIXTY GROUP – ROMA

SENIOR GRAPHIC DESIGNER

Designed graphics for Energie menswear collections and contributed to Miss Sixty and related brands within the group, working closely with the creative director on seasonal concepts and visual storytelling.

2007 – 2008

LTB JEANS – ISTANBUL

SENIOR DESIGNER

Developed textile graphics for T-shirts, knitwear and casualwear collections. Produced POP materials, lookbooks and in-store visual communication assets.

2002 – 2007

DIESEL / 55DSL – MOLVENA

GRAPHIC DESIGNER

Created textile and accessory graphics for global menswear and extended brand collections. Contributed to special projects and collaborations including Diesel Black Gold and external brand partnerships.

EDUCATION

Diploma in Advertising Graphics Technician – Vicenza, Italia

SELECTED PUBLICATIONS

Fierce – Remarkable Graphic Styles • SendPoints, 2018

Manga Don't Like Wine • Why Style, 2010

TypoShirt One • Magma, 2010

The T-Shirt: Collection of 500 Designs • Rockport, 2006

