

Armando Martínez–Celis

Designer,
Educator

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Southern
California

BRAINS Sr Designer & Learning + Development Manager

May 2022–August 2026 | brains.co

- / Led design across brand identities, campaigns, and digital experiences, while introducing processes and tools that expanded creative exploration and improved clarity across the team.
- / Designed digital experiences including CASE Floors and Casa Ayla—taken from creative direction through full design—and MAGNA–TILES’ ecommerce redesign—where the client reported a 50% YoY increase in sales following launch.
- / Managed designers and built BRAINS’ internship program, selecting six interns, two of whom joined the team full-time; led reviews, development planning, educational programming, and an annual Learning & Development budget.

Kilter Art Director

Sept 2018–May 2022 | kilter.la

- / Led projects across brand, digital, print, and motion, working directly with clients from concept and presentation through execution.
- / Helped develop Bendable for longtime client the Drucker Institute, shaping its expression across brand, web, motion, print, presentations, and other touchpoints; evolved Post Alarm’s new identity into a broader system across digital campaigns and broadcast.
- / Co-developed a new identity and admissions campaign for The Webb Schools, concepting, designing, and overseeing production across digital and a suite of print materials. During the engagement, the school reported boarding applications doubled despite nationwide declines.

Distinc_ Sr Designer → Art Director

Sept 2016–Sept 2018 | distinc.net

- / Led brand, print, and digital work for educational and cultural institutions, working directly with clients from concept and presentation through production.
- / Developed admissions campaigns and editorial work for Scripps College, including five issues of its alumni magazine, commissioning and directing freelance illustrators for each issue.

Father Madre Co-Founder / Partner

Sept 2016–Present | fathermadre.com

Independent collaborative practice spanning identity, books, illustration, film, and self-initiated print projects.

Innovation Protocol Designer

Jan 2014–Sept 2016 | innovationprotocol.com

Designed brand and communication work within a strategy-led consultancy and led the company’s Toastmasters public-speaking program.

TEACHING

California Institute of the Arts Visiting Faculty

2023–Present

Co-developed and teach the BFA3 Graphic Design Core, a studio spanning identity, print, digital, wayfinding, and data visualization that emphasizes conceptual thinking, critique, presentation, and professional practice.

Coursera x CalArts Extended Studies Instructor

2023

Adapted “Fundamentals of Graphic Design” for Latin American learners, rewriting and recording the course content in Spanish. The self-paced course has since reached thousands of students.

Cal State LA Adjunct Professor 2023

Chaffey College, Adjunct Professor 2015–2021

EDUCATION

California Institute of the Arts BFA in Graphic Design '13

SELECTED RECOGNITION

LACMA Design Collection Machine Project poster, 2018

Society of Typographic Arts 100 Material IV, 2016

GDUSA Best in Packaging Todo Verde, 2022