



Carrie Martin

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SUMMARY

Graphic Design Background

Ten years multimedia work experience, specifically: print and marketing campaigns; website development and implementation; video production, including research, script writing, visual and sound editing; cartoon illustration and character development. Clients range from schools, shops, banks, auto dealers and showrooms, to CRM (Customer Relationship Management) app users and presentations for shareholders.

Computer Experience

MAC and PC operating systems: Adobe Photoshop, Illustrator, Premiere, GoLive & Dreamweaver; Director; Acrobat; Quark Xpress; Wave Studio; Cool Edit; MS Office; HTML, CSS, basic JavaScript.

EMPLOYMENT

2010-present: Freelance Writer and Designer

Writing: History adventure comic series; various short stories published for kids and adults; proofreading for several young adult novels written by independent authors.

Design: Look and feel of Big Data company logo, business card and website.

2006-2007: Screen Printer

Stewart Screen Printing, St. Thomas, ON, Canada

Screen printing using a variety of setups and materials:

- Silk screen printing onto an extensive assortment of metal components: read technical drawings, worked with carpentry and screen library to create component specific set-ups for Emerson Network Power Canada.
- Silk-screened election signs for local government.
- Vinyl signs: weeded, masked and applied company logos.
- Kiln-burned glassware and ceramics: applied design films and operated kiln.
- Restoration and preparation of silk screens.

2003-2005: Designer

Autodata Solutions Inc., London, ON, Canada

Print, web and application design for the auto industry:

- Assisted President and Sales dpt. in various pre-sale initiatives from deal securing screen mock-ups to an 8x16ft booth illustrating a potential car showroom.
- Designed (and collaborated printing) promotional mail-outs to dealerships across Canada.
- With input from PMs and BAs, produced screen designs for showroom kiosks, and configurator/comparator online tools to help drive auto sales.
- Published and maintained news releases and newsletters to keep clients updated.
- Graphic support for all departments.

2000-2003: Senior Producer

Peer Partners Inc., Toronto, ON, Canada

Digitally designed, implemented and maintained corporate websites:

- Coordinated site content and structure, and updates/news releases with clients.
- Designed prototype sites and fully coded new sites.
- Designed digital cards.

1999-2000: Multimedia Marketing Specialist

Janna Systems Inc., Toronto, ON, Canada

Researched and developed multimedia solutions for use in company collateral:

- Updated and maintained corporate and intranet company sites, including complete site conversion under acquisition by Siebel Systems.
- Worked with Art Director to design and produce presentations to assist Sales, and for CEO's Annual General Meeting.
- Produced video montages and streaming files for various initiatives.
- Graphic support for all departments.

1994-1999: Graphic Designer/Assistant Producer

Resources For Learning Ltd., Bradford, West Yorkshire, England

Managed and produced video series; developed interactive CD-ROMs:

- Managed complete production of video series for the primary classroom: initial research and storyboarding; teacher liaison to collaborate scripts, content and school participation; film crew, location and voice-over direction; music and SFX editing.
- Created corporate and educational multimedia CD-ROMs: content research, script writing and activity development; screen design and illustration; layout and navigation planning; digital capture and editing of video/audio.
- Video editing for corporate productions and educational programs for children.
- Graphic design and illustration for use in print and video.

EDUCATION

2010: Diploma in Writing for Children and Teenagers

Institute of Children's Literature, remote learning

1992-1994: BTEC National Diploma in Graphic Design

1991-1992: BTEC First Diploma in Art & Design

Bradford & Ilkley Community College, Bradford, West Yorkshire, England

ADDITIONAL COURSES

- **Writing with Impact**
- **Off-line AVID Digital Editing**
- **QuarkXpress**
- **Prepare to Print**
- **Creating and Designing Web Pages Using Simple HTML**



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