



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. My work has covered a broad range of clients from schools, small business initiatives, dealers and showrooms in the auto industry...to showcasing CRM (Customer Relationship Management) software 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

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

Writing: Various short stories for children and adults published in anthologies and e-zines.

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 PM's and BA's, produced screen designs for showroom kiosks; and configurator and 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 Active 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-ROM's:

- 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-ROM's: content research; script writing; activity development; screen design; illustration; layout and structure/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

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

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



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