

Teresa Martin ~ Professional Graphic Artist and Web Designer

Expert Skills:

Advertising Creation for print and web media, using images and typography to engage and influence specific audiences as decided by the marketing team.

Publication Designer technical and influential, product catalogs, supplements, and required technical information. I adapt easily to use established templates, can edit existing templates as directed and can create new publication templates when needed.

Photographer: stage, photograph and expert retouch of industrial products and emotional portraits. I have an eye for styling static items for dramatic appeal, and experience in industrial business.

Image Creation expert image creation with a focus on digital optimization for web or print. I can manipulate images for fast web view and enhance them for crisp print appearance.

Technical Illustrator expert in creating vector images to communicate tedious information or simple diagrams as needed. I have worked with engineers and fabric print designers to create flexible vectors for highly technical CAD and electronic print machines.

Writing Content for advertising and technical communications. Create content for web and print using typography to guide and communicate concepts, both technical and direct sell action copy.

Graphic Design for every aspect of business's operational needs with a focus on their branding identity.

Current Services and Responsibilities

- Maintain Websites and Product Catalogs, create optimized electronic images for web and print media
- Manage creative projects from concept to finished, directing all aspects of graphic visual communications.
- Create and maintain large wholesale product catalogs, technical guides and instructional manuals.
- Work with Engineers to create technical illustrations for contractors and dealers.
- Write advertising copy and technical instructions.
- Create and edit supplementary e-commerce web content.
- Manage literature for in-house customer service and sales team.
- Manage a large company image library and create new content as needed.
- Design and create trade show materials and props for trade show displays.
- Create Power Point presentations for staff/client training and customer education.
- Create and edit forms & price lists for marketing and sales support.
- Analyzing the needs of collaborators and customers and work within their specifications.
- Create, edit and manage branding images, enhance existing brands and design templates for brand promotion.
- Trainer for adult professional development teaching introduction to graphic design.

Education

The Art Institute of Pittsburgh,
Pittsburgh PA.

Pennsylvania State University,
University Park, PA

Computer Skills

Adobe Photoshop, Illustrator,
InDesign, Dreamweaver
MS Office: Word, Power Point,
Outlook, Excel
HTML, Volusion Web, Word Press,
Weebly Web, Social Media

Creative

Photography: Studio and Live Action
Technical illustrator
Pen & ink illustrator
Contemporary oil & acrylic painter