

GARY B. MARTIN

DIGITAL DESIGNER

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PROFILE

With imagination and clarity, designs and builds digital projects quickly and efficiently

Strategizes digital solutions that meet goals and adhere to message

Listens and understands both client needs and user experience and creates happy balance between the two

Ability to style work from the wonkish to the whimsical

Digital designer for nearly 20 years

SKILLS + SOFTWARE

/ digital animation
/ motion graphics
/ banner ads
/ web and blog design
/ interactive presentations
/ speaker support
/ desktop sound and video
/ mobile app design
/ illustration

/ Photoshop
/ Flash
/ After Effects
/ Illustrator
/ BBEdit
/ Wordpress
/ MPEG Streamclip
/ Soundbooth
/ Edge

CLIENTS + PROJECT HIGHLIGHTS

/ mobile
SHOVELREADYAPPS.COM current
Design for OSX apps

/ advertising
Y&R 2008
Flash design/animation/production for **NHL** banners and **Dannon** microsite

/ media
DG current
Banner ads for international digital media company

COMPANY C MARKETING 2007-2008
Flash art direction/design/production for **Capital One** national ad campaigns

NEW YORK TIMES 2011
Flash animation and production for internal banner ads.

TRUE NORTH 2007
Flash animation/production for **Disney Home Video** and **ABC-TV** network banners

/ publishing
PENGUIN GROUP 2009-present
Flash banners, landing pages, and video graphics for Penguin Young Readers Group books including the **Vampire Academy** series, **Rangers Apprentice** series, **Fun with Spot!**, **The Little Engine That Could**, **Madeline**, and many many more

WUNDERMAN 2006-2007
Flash animation/production for **CitiGroup**, **Chevron**, **Johnny Walker** brands, **Microsoft** and **Pfizer**

/ music
DISAPPEAR RECORDS 2009-present
Web Design and marketing materials for Grammy nominated singer/songwriter **Sonia Rutstein**

DENTSU 2008
Flash animation/production for national ad buys for **Cannon** and others. Coding for internal web pages
