

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 Design
/ MPEG Streamclip
/ Soundbooth
/ Xcode Interface Builder

CLIENTS + PROJECT HIGHLIGHTS

/ 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

LITTLE BROWN 2011-2014
Flash banners, and graphics for Young Readers Group

DOGO MEDIA 2011-2014
Flash banners, and graphics for Young Adult reading website

/ animation
NYIT 2014
Designed and animated video holiday card & marketing video for New York Institute of Technology

DG 2011-2012
Banner ads for international digital media company

PROSKAUER ROSE LLP 2010-2011
Designed and animated video holiday cards for large international law firm

JUST US PRODUCTIONS 2013
Designed characters and animated opening for web sitcom

EFRAN FILMS 2012
Recreated animated video logo for use in Flash for film production company

/ mobile
SHOVELREADYAPPS.COM 2011-2013
Produced the 'What They Earn' app/game for **Parade Magazine**

/ non-profit
GUIDANCE CTR. OF WESTCHESTER 2013
Designed and animated marketing video for NY State non-profit

/ advertising
VISIBLE WORKS DESIGN 2013
Animated GIF to be included in email marketing campaign

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