

A Martin Collier Resume

In Quest of a senior creative position

In Brief

Award winning senior designer specializing in applications in the electronic multi media industry including interactive marketing, corporate image development, branding, packaging, product design and development.



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Extensive experience in design and production of interactive programs for the IBM and Mac platforms while maintaining advertising and promotional programs designed to enhance the marketing aspects of client companies.

Consultation and services include: development and implementation of design and programming teams for various projects. Interactive web page and digital animation capabilities, as well as marketing, direct mail, electronic media, annual reports, television, co-op advertising programs, product design, catalogs, training manuals, logos, long friendly chats with art directors (as needed), copyrighting and trademarking, corporate identification, sales kits, distribution networking, as well as presentations, (occasional groveling on clients behalf), institutional and trade advertising, sweeping and dusting (usually my own desk), publication design, product design and packaging. Other responsibilities include occasional mopping of floors (with or without photographers), continuity games, premium programs, walking the boss' dog, outdoor advertising, dog and pony shows, trade shows and various other advertising and marketing programs too numerous to mention.

Experience

More than ten years of domestic and international marketing in the advertising, software, toy, gift and high tech industries. Management capabilities and experience in various product categories including consumer, industrial, and business to business.

Management Capabilities

Management, profit and loss responsibilities, project management, long and short term business planning, product development, marketing research and competitive analysis.

Martin's Capabilities



Digital

Graphical interface development in applications, as well as computer games, business to business software, with web and interactive multimedia publishing including e-commerce. Programs include cross-platforms in MAC design with IBM programming. Application program knowledge, Quark, Pagemaker, Macro Media Director., Ifini-D, Freehand, Illustrator, Adobe Sitemill and Dream Weaver, Pagemill, Photoshop, Norton, Bryce, Kai's Power Tools, QuikBooks along with various other application and communications programs.



Design and Production

Full Design capabilities in electronic software development, including magazine and on-line publications, packaging, support material, full typography knowledge, calligraphy, creative, photo retouching, Illustration and airbrush capabilities, cartooning, animation, full production knowledge in outdoor, direct mail, specialty printing, story boarding, electronic and television media with capabilities in display and P.O.P.



Program Knowledge

Quark
Macro Media Director
Freehand
Photoshop
3d Studio Max

Pagemaker
Infini D
Illustrator
Bryce

Flash
LightWave
Dream Weaver
Maya

Friends & Clients

F.A.O. Schwartz
Sheraton Hotels
Store of Knowledge
General Motors Corp.
Art Gallery International
American Publishing Co.
Dallas Museum of art
Marriott Hotels

Bloomingdales
The Bon
Joske's
Macy's
Buick
Ivey's
I.G.A.
T.R.W.

E.D.S.
Harra's
Dillard's
Dayton's
Hobby Lobby
John A. Brown
St. Louis Art Museum
Associated Foods.

May Companies
Wetterau Inc.
Piggly Wiggly
Playboy Magazine
Cattle Baron's Ball
Mervyn's Dept. Stores
Mississippi Museum of Art
Price Waterhouse.



Double Click & Print
March 1999 to present

Double Click & Print is a premiere multi million dollar print and interactive design group. Whose primary function is to design advertising campaigns, branding, and/or marketing applications on an going basis.



Martin's days of yore



- Create, staff and manage design and production teams, outlining the responsibilities, administrating clear objectives on a project by project basis, while also insuring and maintaining design and applicable standards.
- Implementation of strong visual identity and branding criteria for products and services based on understanding of marketing objectives, business needs, and the customer experience.
- Oversee the design of collateral and presentation materials while following and reporting the trends and developments in the design relative to user experience, brand and product development.
- Project management responsibility developing and managing project schedules, design personnel, budgets requirements with editorial and account teams, while developing and accessing models for examining the design capacity on a ongoing regular basis.
- Experience in designing complex e-commerce sites, multimedia presentations and sales tools, as well as business to business internet based application management systems along with web sites with an emphasis on intuitive UI, AI, plus the utilization of profit centers in the information flow and developmental process.
- Complete understanding of standard tools of the trade including, but not limited to, Photoshop, Director, Illustrator, Freehand, Pagemaker, Infini-d, Bryce, Quark, Flash, Java, C++, html, etc.
- Establish departmental processes, systems and tools that continue to improve design and production efficiency as well as overall quality for active accounts.
- Coordinate and prioritize projects on a day by day basis for all the divisions of the company requiring creative, design and interactive services.
- Development of strategic concepts and goals while executing the creative solutions under tight deadlines, design and implementation of informational systems with consumer product marketing aspects, while maintaining standards in the readability of typography in both print, web and electronic mediums. Attention to details as well as results oriented.
- Demonstrated and implemented new philosophies in the internet, telecommunications interconnectivity trends and services.



C2 Media Group
 April 1993 to Feb. 1999



C2 is an innovative multi million dollar high tech advertising agency, and interactive design group, whose primary function is to design/create advertising campaigns, branding, and/or marketing applications on an going basis. Services would include design and coordination of new product rollouts, interactive media, web site construction and maintenance, software application development for entertainment industry as well as business to business. These services and more are designed to enhance the marketing aspects of traditional marketing systems currently being utilized by the majority of the health, entertainment, restaurant, club, grocery, e-commerce, retail, and hospitality industry.



Doyle Dane Bernbach NY 1988-1990
 Art director

Webb Advertising 1984-1987
 Art Director

Titche's/Joske's 1979-1983
 Art Director

Oklahoma State University Education

Personal Activities - Golf, racket ball, pool, hunting and other sports related activities. Fun Stuff

Height- 5' 10", Weight 180 lbs Personal
 Health - Good

Supplied on request Portfolio
 Furnished upon request References
 Will relocate

Where is Martin?
 Probably closer than you think..

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- Design and implement the development of profit centers, content-rich web and print programs such as high-end magazines, newsletters, and Web sites for a variety of clients.
- Responsibilities also included the development of design strategies and concepts for client projects, project management, as well as recruitment and assignment of design resources.
- Coordinate and supervise media purchases, print, digital, outdoor and electronic media
- Negotiate contracts with corporate accounts
- Manage creative teams
- Supervise and coordinate the day to day aspects of design and media production groups
- Open and staff home office consisting of marketing and sales departments and one satellite office
- Initiate and help develop the company's first formal business planning process, for one, two and five-year marketing and operational requirements to prioritize short and long term marketing opportunities with respect to corporate goals mission statements and requirements
- P&L responsibility