

Martin McCann
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OBJECTIVE:

Seeking technology and messaging environments that require advanced design, rich graphic content and communication skills.

SUMMARY OF QUALIFICATIONS:

- Domain knowledge of all primary graphic design programs and procedures (20+ years using Adobe Photoshop/Illustrator) Adobe Certified Expert, Adobe Certified Trainer.
- Resourceful and imaginative problem solver with a talent for instilling design appreciation, technical skills and promoting creativity.
- Creation of style guides and knowledge and adherence to existing brand guidelines.
- Implements new design elements, and the adaption of existing content, to LOC concerns.
- Proven ability to provide individual support and positive encouragement in a variety of client and workplace environments.
- Technical and design support for a wide client base, including national and international corporations, using in-person, digital, and written communications.
- Instill motivation for project creation/production through "can do" attitude and personal design achievements.

PROJECT OPPORTUNITIES:

- Various web design projects for Microsoft Corporation including Microsoft Virtual Academy, Microsoft Flight, Microsoft Surface and Microsoft Dynamics.
- Creation of new style guides and knowledge and adherence to existing Microsoft brand guidelines.
- Programmatic and individual training for various clients/corporations using digital signage programs, Adobe products, website management protocols (FTP, Pre-Production Environments, Staging), and design "best practices".
- "Train the Trainer" program member (used to assess and train new employees in technical proficiency, along with defining and implementing efficient production strategies).
- Educated and mentored over 50 fine artists within Spokane, WA art community (via gallery ownership, shows, special engagements, concerts, website design, and video production).
- Co-wrote and authored DirectTENANT 2.0 and 3.0 user manual and instructions.
- Designed and co-wrote training materials for nationwide event marketing campaign, including videos, websites, training manuals, and tutorials.

PRODUCTION SKILLS:

- Website wireframes, comps, redlines and production art.
- Architectural way-finding signage and printed materials.
- Book, Advertising, and Corporate Messaging (PRINT).
- Web distribution management and site upkeep.

COMPUTER SKILLS:

Expert: Adobe CC (Photoshop, Illustrator); UX, FTP

Proficiency: Adobe CC Dreamweaver, InDesign, Acrobat, CSS, xHTML, JavaScript

Artwork Production: Photograph retouch and enhancement, original design, schematic drawings for assembly, vector art layout, vector art for production, color correcting

Web Production: Design, user interface (UI), art development, image production, CSS, user

experience (UX) and search engine proficiency expert (SEO)

RELATED WORK EXPERIENCE:

1995-Present: Artistic Resources & Technology (ARTDART.com, Seattle, WA)
Creative / Graphic Artist, Illustrator
Adobe Photoshop/Illustrator used as primary tools for art production

2009-Present: Seattle Central Community College – IT Department
Instructor – Adobe Photoshop/Illustrator - Web Theory

2017-2018: Microsoft Office 365 – Senior Designer
Rich media content and related design – Adobe Photoshop/Illustrator

2013-2017: [Microsoft Virtual Academy](http://MicrosoftVirtualAcademy.com) – UI/UX specialist
UI design and related social media – Adobe Photoshop/Illustrator

Jan.2000-Apr.2001 / Mar.2004-Jul.2008: Doty + Associates (DOTYSIGNS.com, Kirkland, WA)
Project Manager / Graphic Artist
Lead designer and resident Photoshop expert

Sept.1999-Jan.2000 Auto Trader Magazine (Seattle, WA)
Graphic Artist / Project Developer
Used Photoshop extensively for graphic production

EDUCATION:

Eastern Washington University (1995)
B.A. Technology Graphic Communication – Fine Art

Seattle Central Community College (2009)
Website Design Certificate

INTERESTING CLIENTS/PROJECTS:

- Microsoft Projects: [Office365](http://Office365.com), Virtual Academy, Flight, Surface, Dynamics
- Olympic Gold Medalist, Apolo Ohno
- Various Las Vegas productions for Molyneux Entertainment, including "Bite", "All In, the Poker Musical", and "Vault".
- Children's book author/illustrator: [Cooper's Pack](http://Cooper'sPack.com)--New York City, London, Seattle and Alaska.
- Book editor: [Harold Balazs Certified](http://HaroldBalazs.com)