

# MARTIN MCCANN

## Graphic Designer & Production Artist

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[martinmccann.net/portfolio](http://martinmccann.net/portfolio)

### KEY SKILLS:

#### Expertise in Adobe CC

Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat, and MS Office 365

**Graphic design** including the development of collateral and packaging materials encompassing complex technical, mechanical, and graphical brand elements

**Image processing/editing** including selecting stock imagery, retouching images, licensing photos, and creating press-ready files

**Corporate branding** that spans the development of identity packages, logo concepts, style guides, and written/visual content

**Digital art and web design** utilizing CSS, HTML, CMS, and other packages

### EDUCATION:

**B.A. Technology Graphic Communication – Fine Art**  
Eastern Washington University

**Web Design & Development Certification** | Seattle Central College

### SUMMARY:

Versatile and creative graphic designer with demonstrated strengths handling a diverse mix of print, packaging, and graphic art projects for numerous top companies — including Microsoft. Fluent in a vast array of graphics software packages and design approaches, combined with career-long strengths in creative ideation, project management, and team/agency collaboration.

### REPRESENTATIVE PROJECTS:

- Key contributor on various responsive web design projects for Microsoft Corporation including Microsoft Virtual Academy, Microsoft Flight, Microsoft Surface, and Microsoft Dynamics
- Development of new style guides to ensure corporate brand consistency, in addition to support proper licensing for marketing collateral and creation of rich content ads for various media
- Experience holding roles as art editor, illustrator, and print production manager for a wide array of publications including children's travel books
- Taught graphic design concepts and software at the college level, gaining strong skills in public speaking, time management, and training delivery

### RELEVANT WORK EXPERIENCE:

#### Artistic Resources & Technology – Artist, Illustrator

*Dec 1995 – Present*

- Complete freelance graphic design/art projects for a diverse client base
- Design/produce client logos, websites, packaging, promos, and collateral
- Served as book art editor and children's book author/illustrator
- Designed promotional materials for various Las Vegas productions
- Created sports celebrity imagery/materials for USA Olympic Committee
- Designed training materials/videos for a nat'l event marketing campaign

#### Seattle Central College – Visual Design Instructor

*Sep 2009 – Sep 2018*

- Wrote/taught training curriculum for Adobe CC Photoshop and Illustrator
- Trained students on wireframes, UI, typography, color, and UX theory
- Appointed to the College's Technology Advisory Board

#### Microsoft Office 365 – Senior Designer

*Oct 2017 – Oct 2018*

- Created MS Office templates using style guides and brand guidelines
- Managed licensing for an inventory of over 100,000 stock images
- Redesigned and/or adapted marketing materials for corporate customers
- Designed and led technical production of executive PPT presentations

#### Microsoft Virtual Academy – UI/UX Specialist

*Oct 2013 – Jun 2017*

- Assisted in driving MVA growth from 90,000 to 1M+ users within a year
- Handled UI responsive design, curriculum design, and video portals
- Created redlines, prototypes, iconography, and animation
- Developed rich content and marketing materials for use in social media

#### Doty + Associates – Project Manager / Graphic Artist

*Jan 2000 – Jul 2008*

- Specialized in design/planning of environmental and experiential graphics
- Designed architectural way-finding signage, plans, and specifications
- Handled project estimating, concept design, production, and installation