

Troy J. Martin

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education

University of Arizona

Bachelor of Arts—1983

Major: Radio-Television. Minor: Speech Communication/Journalism.

Current Continuing Education: Dreamweaver/web design at Pima Community College.

experience

Freelance Production Art/Print & Web Design • Tucson, Arizona 2002-Present

Production Artist/Founding Designer of Zócalo Tucson Magazine (www.zocalotucson.com)

Print & Web Design for Innovative Solutions, LLC (www.thetucsonhub.com)

Production Artist/Web Design for Downtown Tucson Partnership (www.downtowntucson.org)

Print Design for a variety of individual clients including Teen Challenge of Arizona, Robin Peel Marketing & Public Relations, Kissed By An Italian Personal Chef & Event Caterer, and Arizona Geological Survey.

AlphaGraphics • Tucson, Arizona 2001-Present

Designer/Electronic Pre-Press Specialist

Design for both spot color and full-color press in a busy \$100,000-\$400,000-per-month operation. Consult with clients and salespeople on special design projects. Create mail-merge publications using mail databases. Design and update web sites. Preflight all incoming files. Create PDFs for press direct-to-plate. Maintain archives, computers, server and digital plate maker. Scan documents for digital archiving.

Tucson Weekly • Tucson, Arizona 1998-2001

Art Director/Ad Production Manager • 2001

Oversaw both the Editorial and Advertising Design teams of nine designers and layout artists at the *Tucson Weekly*. Developed and maintained relationships with local and national illustrators and photographers, and communicated our design concepts to them. Designed covers, feature layouts and marketing pieces, as well as supervising the overall design of all ads, editorial layout and web content. Maintained and worked within a budget for hardware, software, labor, and freelance art. Monitored quality on pre-press and press for the *Tucson Weekly*. Was liaison with Ad Sales department through the Sales and Traffic Coordinator as well as directly, helping the Ad Sales Reps present well-designed, effective and quality ads to their clients. Was responsible for the completeness and overall appearance of the final published paper.

Ad Production Manager • 2000

Head of Advertising Design team of six designers and one sales and traffic coordinator at the *Tucson Weekly*. Supervising the design of all ads, as well as scheduling design team members, supervising overall advertising print quality and the pagination of each issue of the *Tucson Weekly*.

Ad Design and Page Layout • 1998-2000

Designed ads and served as layout artist on a part-time/on-call schedule.

AlphaGraphics • Tucson, Arizona 1984-2000

Designer/Design Department Manager • 1987-2000

Performed almost all aspects of design and pre-press for three active print shops, including: black and white and spot-color printing design; full-color printing design; design for the Internet; preflight store and customer files for proper pre-press compatibility; communicate with outside vendors; meet with clients for design consultation; coordinate daily workflow for myself and one employee; archive all digital work files; maintain hardware and software.

tools

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, QuarkXPress, Microsoft Word, Microsoft Excel, Microsoft Powerpoint, photography, some HTML.

references

Available upon request.