

# Andrea Martinek

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## Summary

Senior-level graphic, interactive and broadcast design powerhouse. Practiced in logo design, stationary and print, and a working knowledge of scripting languages. Praised for clearly articulated ideas, project efficiency and dedication to excellence. Special interest in elegant packaging, designer collectibles and retro-inspired furniture.

## Design Experience

SENIOR DESIGNER | MAR 2010 - JUN 2010

ODOPOD | SAN FRANCISCO, CA

- Execute on the creative strategy for projects by creating viable design schemes.
- Create designs, concepts and layouts based on project and client needs.
- Work with team members to determine best design options.

ART DIRECTOR | SEP 2008 - MAR 2010

LIFECAPTURE INC, VENTURE COMMUNICATIONS | TORONTO, ON

- Graphic and interactive design solutions for Flash, HTML, CSS and CMS-driven technologies.
- Oversee, review and approve interactive development, ensuring execution of design and usability achieves exceptional standards.
- Collaborate in marketing conceptualization, information architecture and copy writing.
- Image enhancement, compositing and editing.
- Broadcast and Flash animation.

MULTIMEDIA DESIGNER | APR 2006 - AUG 2008

SIDEWALK STUDIOS INC | TORONTO, ON

- Interactive branding and multi-platform design solutions that include graphic and web design - utilizing Flash, HTML, XML and CSS technologies, print advertisements, stationary design, logo design, broadcast design, information displays, demo reels and event visuals.
- Image enhancement, compositing and editing.
- Flash animation.

GRAPHIC & BROADCAST DESIGNER | AUG 2003 - APR 2006

THE NEW PL, A-CHANNEL (NOW 'A' TV) | LONDON, ON

- On-air news and feature programming opening animations, keys and bumpers; television commercial conceptualization and production.
- Preparation of streamable video for review and/or online presentation; DVD authoring.
- Design of all promotional print advertisements for station programming; development of A-Channel sales presentation materials.
- Image enhancement, compositing and editing; logo design.
- Audio editing.

## Education

FANSHAWE COLLEGE | 2001 - 2003

### MULTIMEDIA DESIGN & PRODUCTION | LONDON, ON

- Honors Graduate; unbroken record of A+ grades in all courses over two year program.
- Governor General's Academic Medal recipient.
- 2 year program refines creative and practical skills for various forms of media, including: graphic design, digital video animation and production, sound recording, website design and development, business and self-promotion concepts.

UNIVERSITY OF WESTERN ONTARIO | 1999 - 2000

### COMPUTER SCIENCE | LONDON, ON

- 1st Year Honours.
- Program demonstrates logical, organized approach to problem-solving through Java programming using various data structures to model real-life scenarios. An introduction to computers course broadens knowledge of a wide variety of programs, internal layouts and operation.
- Clarinetist in the Symphonic Band, and a member of three dance groups.

## Technical Proficiencies

### PROGRAMS

▪ Adobe Acrobat	5 - 9 Pro	Advanced
▪ Adobe After Effects	5.5 - CS4	Advanced
▪ Adobe Dreamweaver	MX - CS5	Advanced
▪ Adobe Flash	5 - CS4	Strong
▪ Adobe Illustrator	9 - CS5	Advanced
▪ Adobe InDesign	CS3 - CS4	Strong
▪ Adobe Photoshop	5 - CS5	Advanced
▪ Sony Sound Forge	6 - 9	Strong
▪ 3D Studio Max	4 - 9	Basic

### LANGUAGES

▪ Actionscript 2.0	Strong
▪ CSS	Advanced
▪ HTML	Advanced
▪ JavaScript	Basic
▪ PHP	Basic

## Recognition

FEATURED WEBSITE | [WWW.SIDEWALKSTUDIOS.CA](http://WWW.SIDEWALKSTUDIOS.CA)

2008 SITE OF THE DAY - COMMUNICATION ARTS (ONLINE)

FEATURED WEBSITE | [WWW.STEVECOSENS.COM](http://WWW.STEVECOSENS.COM)

2008 SITE OF THE DAY - COMMUNICATION ARTS (ONLINE)

FLASH GODDESS | [WWW.STUDIOMOX.COM](http://WWW.STUDIOMOX.COM)

2007 RUNNER UP - FITC FLASH GODDESS (INTERNATIONAL)

BEST MEDIA | OLDIES 1090 FM COMMERCIAL SPOT

2006 WINNER - TVB RETAIL COMMERCIAL AWARDS (NATIONAL)

GRADUATE OF THE YEAR | [WWW.STUDIOMOX.COM](http://WWW.STUDIOMOX.COM)

2003 WINNER - CANADIAN NEW MEDIA AWARDS (NATIONAL)

WEBCAST DESIGN | [WWW.STUDIOMOX.COM](http://WWW.STUDIOMOX.COM)

2003 WINNER - BROADCAST EDUCATORS ASSOCIATION OF CANADA (NATIONAL)

## Interests

Outside my passion for all things design, my world consists of online gaming, concerts / music (indie, pop, electronic), beaches, driving, dancing, shopping, reading, roller coasters, and designer collectibles - particularly the Dunny, Skelanimals, Treeson and Tokidoki series.