

TROY J. MARTIN

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education

University of Arizona

Bachelor of Arts—1983

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

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)
- Production Artist/Web Design for Downtown Tucson Partnership (www.downtowntucson.org)
- Print, Package, Presentation and Advertising Design for a variety of individual clients including Kleinn Automotive Air Horns, Traxda Lift Kits, Let's Go Communications, Teen Challenge of Arizona, Robin Peel Marketing & Public Relations, Kissed By An Italian Personal Chef & Event Caterer, and Arizona Geological Survey.

AdVision Outdoor/Attention Transit • Tucson, Arizona 2010-Present

Imaging and Art Director

- Design for and print outdoor advertising covering the Tucson metro area, Nogales and Phoenix.
- Maintain large-format solvent-based inkjet printer and RIP system, as well as the supply inventory.
- Produce over \$300,000 of display and bench art per year.
- Design for national advertisers such as McDonald's, IHOP, Wendy's and Cricket Wireless. Design and maintain in-house marketing material and presentation graphics.
- Supervise interns from Brown-Mackey College and The Art Institute.

AlphaGraphics • Tucson, Arizona 2001-2010

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. Design and update web sites.
- Preflight all incoming files for press. Maintain archives, computers, server and digital plate maker.

Tucson Weekly • Tucson, Arizona 1998-2001

Art Director/Ad Production Manager • 2001

- Oversaw the Editorial and Advertising Design teams of nine designers and layout artists.
- 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 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.
- Liaison with Ad Sales department.
- Responsible for the overall appearance and quality of the final publication.

Ad Production Manager • 2000

- Head of Advertising Design team of six designers and one sales and traffic coordinator.
- Supervise the design of all ads, as well as scheduling designers.
- Supervise print quality and pagination of each issue.

Ad Design and Page Layout • 1998-2000

- Designed ads and served as layout artist.

AlphaGraphics • Tucson, Arizona 1984-2000

Designer/Design Department Manager • 1987-2000

- Supervise design and pre-press for three active print shops.
- Preflight store and customer files for proper pre-press compatibility.
- Communicate with outside vendors; meet with clients for design consultation.
- Coordinate daily workflow for department.

tools

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