

MARCUS WOODWORTH

Visual Designer

• mw01@marcuswoodworth.com

EDUCATION

Art Institute of Boston Boston, Massachusetts

- Graduated with a BFA Degree in Graphic Design

COMPUTER PROGRAMS

Mac and PC Platforms

- Adobe Photoshop CS4
- Adobe Illustrator CS4
- Adobe InDesign CS4
- Adobe After Effects CS3
- Adobe Flash CS3
- Adobe Dreamweaver CS3
- Adobe PageMaker 7
- Adobe Premiere 6
- Adobe Premiere Elements 3.0
- TruVideo 1.0
- QuarkXPress 6.5
- Final Cut Express 4.0.1
- FileMaker Pro 8
- PrintSmith 6
- PowerPoint
- AdForce 2.5
- Multi-Ad Creator 4
- Painter 6.1
- Swift 3D v.5
- SoundEdit 16 v.2
- Macromedia Fireworks MX 2004

INDUSTRY EXPERIENCE

Print, Web, Packaging & Video

- Mobile Software
- Food/Restaurant
- Publication
- Retail
- Mortgage
- Finance
- K-12 Curriculum
- Print/Marketing
- Licensing

WORK HISTORY

2009- present

Trichotomy Media LLC Berkeley, California

Co-Owner/Creative Director

- Design Concepts, Graphic Implementation, Web Design, UI Designer, Print Design, Video Editing and Corporate Branding.
- Created and/or designed several iPhone applications

2009

Pleasanton Weekly Pleasanton, California

Graphic Designer (Temporary)

- Designed/edited print layout and advertisements.
- Designed flash/static online advertisements.

2008-2009

Blaze Mobile Alameda, California

Multimedia Director

- Edited and formatted weekly movie trailers for cellular phones (i.e. Motorola, LG, Nokia, Curitel, Kyocera); varying sizes and lengths: 176x144, 128x96, 128x70 Extended, Theatrical, and Teaser.
- Designed both web, print and media collateral (i.e. 2008 CTIA booth, RCR Wireless News Publication, Guerilla PR, Blazemobile.com, Blazemovies.com, Blazerewards.com).
- Assisted with redesign of company identity: Blaze Mobile.
- Applied branding to marketing/in-house collateral.
- Troubleshooted/assisted UI Design components (images/icons/movie trailers) for Blaze Mobile Wallet with/for J2ME/BREW Engineers.
- Worked with VP of Customer Care to ensure quality/information throughout media: web, print and video.
- Updated website(s) and quality control via database with/for Webmaster.

2007-2008

G•A Communications Livermore, California

Design/Production Artist (Contract)

- Assisted with production process; building and updating templates to creating final press-ready .pdfs.
- Utilized both InDesign CS and QuarkXPress 6.5 programs for all design layouts/templates.
- Saved images/text according to Safeway and OSH standards.
- Retrieved and edited images from FileMaker Pro 8; applied paths, drop shadows and color adjustments for InDesign CS templates.
- Troubleshooted when necessary; image replacement and/or typography layouts.
- Versioned for Safeway divisions, utilizing InDesign CS.
- Worked with CSRs to ensure quality/standards are met.

2005-2007

Berkeley Daily Planet Berkeley, California

Design/Production Manager

- Designed advertisements, collateral, and house ads utilizing both QuarkXPress 4.1 and Multi-Ad Creator 4.
- Managed/trained graphic designer(s) in production/design process; from inception to final output of paper.
- Worked with Account Executives/Associate Publisher/Editorial to ensure ad placement.
- Led production/design procedures to ensure consistency/quality.
- Troubleshooted production/design when needed and with Sonoma Valley Press.
- Dummied weekly pages and updated templates for various issues; utilized AdForce 2.5 program; preparation/collaboration with Managing and Associate Editor.
- Created page templates for both main paper and Real Estate sections as well as special inserts: Back to Berkeley, Christmas, and Valentine's Day.
- Worked with Associate Editor on Real Estate section; responsible for Weekly Sales, Home Services, Open Houses and advertisements.
- Gathered content for comic pages via web; edited horoscope/crossword sections.
- Flowed classified section; edited and applied fillers when necessary.
- Prepared publication for press (via Fetch software); converted ads to .eps format; inserted ads to pages; saved pages as .eps and converted pages to .pdf format via Adobe Distiller program settings.
- Uploaded .pdf issues to website via Fetch; utilized Adobe Acrobat 6 to create a .pdf from multiple files prior to posting via ftp.

2004-2005

Sonoma Valley Sun Publication Sonoma, California

Design/Production Manager

- Designed weekly advertisements and page templates.
- Managed graphic designer(s); hire and fire design team.
- Prepared weekly dummies for Editorial and Advertising Departments for both Sonoma Valley Sun and Sol de Sonoma (sister paper; Spanish version)
- Worked with Advertising Manager/Publisher to ensure ad placement.
- Edit articles and graphic content.
- Prepared publication for press (via Transmit software); converted all advertisements to tiffs/jpegs, provided template for Editorial; inserted advertisements to document; design proofed all pages, designed fillers where need-be; exported layout to pdf; bookletized pdf document utilizing QuiteImposing software.
- Updated Sonomasun.com content utilizing Macromedia Dreamweaver MX 2004 and Macromedia Fireworks MX 2004 programs; edited images for web.
- Troubleshooted for press output when needed.
- Communicated with the Marin Independent Journal via e-mail/phone of press deadlines/problems.
- Illustrated portraits for weekly Giveaway section and articles.
- Utilized QuarkXPress 6.1 for all advertisement designs and layout.
- Worked closely with Advertising Reps. to ensure ad placement.
- Informed Editorial/Sales of relative production requirements/updates.

2003-2004

India West Publication San Leandro, California

Graphic Artist (Part-Time)

- Designed weekly advertisements; worked with Advertising Manager.
- Assisted with page layout on production days; worked with Publisher.
- Utilized Adobe PageMaker 7 program for layout and design.
- Limited to utilizing grayscale/magenta images and text for advertisements; abiding aesthetic appeal; full color on occasion.

2002- present

Freelance Designer

Oakland, California

Graphic Web/Print Designer

- Graphic Vector Reproduction/Design '09 FIAT LUX, California Alumni Association, Berkeley, CA
- Designed '09 LaPiñata website, LaPiñataAlameda.com, Alameda, CA
- Designed '07 SoundTraveler Logo, SoundTraveler.com, Berkeley, CA
- Designed '06 Splashpage/Flash Introduction, ActiveVibe.com, Oakland, CA
- Designed '06 Sales Sheets for Smith & Hawken, Trade Division, Novato, CA
- Designed '05 Stationery for Frank Shamrock Training Center, San Jose, CA
- Designed '05 Flash Introduction for desiLOANS.com, New York, NY
- Designed '04 Website for Sonomasun.com, Sonoma, CA
- Designed '04 Take-Out Menu for Califia Tequeria, Alameda, CA
- Designed '04 Website for QCapitalGroup.com, Los Gatos, CA
- Designed '03 Wine Charm Package prototype for Sitcom Furniture, Oakland, CA
- Designed '02 Website for Athertonco.com, Concord, MA
- a.) Re-designed corporate identity for Atherton Asset Management Company

2001-2002

American Education Network Corporation

Brighton, Massachusetts

Flash Web Designer

- Flash animator for innovative educational and interactive cartoon about the birth and development of the Web- the prototype episode for an upcoming syndicated Web animation.
- Utilized SoundEdit 16 Version 2 software for audio compression and editing.
- Led the development of an original educational and interactive cartoon designed to teach students new words in an entertaining way using mnemonic aids.
- Assisted clients, on project basis, to ensure clarity/quality.
- Led the formation, revision, and updating of a marketing design plan to attract businesses focused on the college-age market; hire and fire design team; direct the plan's implementation to success (exceeding all financial goals to date).
- Created web-based advertisements to attract businesses and assist clients in developing ads for their markets; direct Flash animation creativity teams.
- Develop forms and contracts to enhance efficiency of marketing process.

2000

PIP Printing

Cambridge, Massachusetts

Customer Service Representative/Post-Production

- Assisted customers with stationery, binding, and design.
- Utilized PrintSmith 6 program for press layout.
- Operated Standard F4 BookletMaker, QC-Pro Collator, Accufast KT, Xerox 5100 and DocuColor 12.
- Utilized Velo, Spiral, and GBC Binding for booklets.

1999

AppleJack Art Partners

Manchester, Vermont

Data Entry Intern/Assistant

- Organized archives of photographic negatives and entered information in database utilizing Microsoft Access.
- Assembled artwork for V.P. to utilize in presentations; scanned negatives and prepared sales sheets for sales packages.
- Entered client's artwork information in database utilizing FileMaker Pro 4.

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REFERENCES

Reference Name: Gina Channell-Allen
Reference Company: Embarcadero Media
Reference Title: President / Publisher, East Bay and North Bay divisions
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Reference Name: Robert Tsang
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Reference Name: Bill Hammet
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