

SheanMartin

Concepts | Ideas | Technology | Design

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Photography/Design AA & BFA, FAU

CD / Senior Art Direction / Studio Direction / Print Production

An integral part of my job is to know the rules of print/web production—working to bring the best out of every job. Once you understand the rules, you know how to exploit the paper/ink/pixels to their maximum benefit. A good concept is what drives the work. It reveals the headline, look, and tone of every job. From there, my goal is to make each job look polished, professional, and commercial.

Creating award-winning designs that elevate established brands or developing new ones that will endure for years to come.

JANUARY 2014 — October 2020

JPAY / SECURUS TECHNOLOGIES / AVENTIV

Art Director. Brochures, posters, flyers, and ads for both customer and in-facility marketing. Create and write hundreds of eCards and Snap n' Sned (photo stickers) for the JPay app and email product. Collaborate with the team to create and integrate all designs into a cohesive brand. Assist coworkers with my production background for all outgoing files. Photo retouching and product prototyping. Work to achieve a solid visual style that keeps JPay and Securus brands unique among their contemporaries.

MAY 2010 — DECEMBER 2013

BAEDITAPARTNERS.COM AND FREELANCE

Partner.Client projects and freelance work since April 2010, including Norwegian Cruise Line, Ronin, Sun Sentinel, JMA Group, Cake Boss and more. Critical thinking and researching the best ways for businesses to brand and market in a changing world. System Analyst and Designer for building a commercial class Digital Assets Management Interactive Web Application. Launching a national multi-brand campaign for pre-owned cars. Use my production knowledge to save clients thousands of dollars on any given project.

MAY 2009 - MAY 2010

RMG CONNECT / WPP / JWT

Studio Director. Work directly with the creative director and clients (Royal Caribbean, HP & HSBC) to design and produce print/electronic e-brochures, print on-demand advertising and digital interfaces for software products. Supervision of 6 employees with various degrees of training and experience.

February 2008 - May 2009

COOPER DDB° / DDB° MIAMI

Studio Manager. One of five senior managers within the agency. Responsible for not only studio personnel but for production time lines and negotiations with multiple account service teams. This included daily walk through of agency within all departments and check-in with agency head. Studio achieved its highest rating in fifteen years within twelve months of my hire. This includes restructure and replacement of two employees and retraining of two others. Agency was absorbed into DDB.

January 2003 - February 2008

MCGUIRE COMPANY

Senior Art Director. Create advertising from concept to full execution. Including: ads, logos, brochures, collateral, websites and all other travel and real estate related marketing tools. Art Directed all major photo-shoots. This included everything from tabletop to one week, fifteen models on location shoots. Also agency mac & pc emergency tech. Bronze Addy 2005.

January 2000 - January 2003

BEBER SILVERSTEIN ADVERTISING

Senior Graphic Designer/Retoucher/Production Artist. Layout and production of logos, web/print ads, brochures and collateral as well as bringing retouching in-house.

July 1997 - January 2000

COOPERHMS

Senior Graphic Designer. Design, layout and production of web/print ads, brochures and collateral. Implemented many process solutions for automating and remote ad transmittal. Markup of photos from shoots for retouching as well as many art direction projects for pro bono clients and creative directors. Responsible for clean-up of deck-plans and created a workflow for all files leaving agency for film output. Agency was absorbed into Cooper DDB.

July 1996 - July 1997

COSTA CRUISES

Senior Graphic Designer. Design, layout and production of web/print ads, brochures and collateral. In-house photo retouching.

PROFESSIONAL
REFERENCES

upon request