

# MARTIN F. TORNIL

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## TECHNICAL SKILLS

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**Software:** **Adobe Creative Cloud:** Dreamweaver, Illustrator, Photoshop, ImageReady, FireWorks CS5.5, Flash, InDesign, Acrobat Professional. **MS Office:** Word, Access, PowerPoint, Excel.

**Scripting:** Advanced: CSS, HTML, ActionScript, MySQL; Intermediate: JQuery, JavaScript • Beginning: XML, AJAX.

**Hardware:** Macintosh and PC, Scanners, Digital Cameras, CD / DVD Burning.

**Ongoing:** Recently learned HTML5, CSS3 and JavaScript/Jquery; then applied to newly redesigned, responsive portfolio site.

## EDUCATION

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**Bachelor of Fine Arts, Interactive Media Design,** The Illinois Institute of Art – Chicago, Illinois – **Graduated:** Sep 2007

**Bachelor of Fine Arts, Electronic Media,** Northern Illinois University – DeKalb, Illinois – **Graduated:** Dec 1993

## PROFESSIONAL EXPERIENCE

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BARRON AND SARWAL LAB AT STANFORD UNIVERSITY – Freelance/Remote Position | Dec 2007 – Present

### Webmaster / Designer / Developer

- Serve as Webmaster for Barron Lab site on ongoing basis, completing all content update requests.
- Redesigned several websites; incorporating Stanford branding, to attract students and investors to the lab.
- Updated client with initial static design options for site and made changes according to client feedback.
- Adhered to timeline for website creation to keep process efficient and finish website prior to deadline.
- Enhanced usability and interactivity of website by incorporating Flash/ActionScript and JavaScript programming.
- Sliced and optimized Illustrator web graphics; programmed CSS / HTML to re-create pixel-perfect version in XHTML.

SYMANTEC CORP. – VERISIGN DIVISION – Mountain View, California, and Waltham, Massachusetts | Dec 2010 – Mar 2012

### Web Designer

- Updated and transitioned 100+ VeriSign branded graphics to Symantec following acquisition.
- Created original graphics and ads in PhotoShop for B2B and B2C websites within the company's branding style.
- Developed detailed style guides for developers to match final web output to static compositions.
- Researched imagery on Symantec's image hosting sites that met clients' needs for their ad campaigns.
- *Achievements:* Enhanced SEO for Global Search Page; created online ad campaigns in various branding styles; improved readability/content display on numerous web pages.

ART IN ACTION – Menlo Park, California | Jun 2009 – Jul 2010

### Graphic Design / Web Animation

- Created over 100 short, Flash-animated presentations as part of Art In Action's online Art Education curriculum.
- Illustrated processes and ideas of classic Artists and Artworks through simple Flash vector animation and enlarging parts of Classic Artworks in PhotoShop. Focused on quick turnaround times for projects.
- Researched Royalty-free images on the Web to enhance lesson ideas as needed.
- Compiled final animation as QuickTime / FLV Flash movie for uploaded onto password-protected website.

VISA, Inc. – Foster City, California | Apr – Sep 2008

### Web Design / eLearning Developer

- Worked with multiple internal Visa clients, designers, and content managers to create and modify: Flash-based websites, CSS and HTML-based websites, and Articulate-based eLearning presentations
- Designed and developed a 50+ page Flash-based website with special universal drop-down navigation programmed in AS2.
- Designed detailed sitemaps and wireframes for client approval prior to production.
- Led software training presentations for coworkers on Photoshop, Flash, etc.

## PROFESSIONAL ORGANIZATIONS

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- The Milwaukee Graphic Design/Adobe User Group – member since Nov 2014.
- Milwaukee Web Professionals (MKE Pro) – member since Dec 2014.