

Martin Ferrini

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Overview

I have extensive experience designing for the web and print and I am well versed with the concepts and constraints of both. I am comfortable communicating with designers and engineers and see my biggest strength as a kind of bridge between the two archetypes. In other words, I am engaged enough with both design from an aesthetic and practical perspective, and programming and the ever-changing trends, developments and best practices of the technology landscape from a conceptual and pragmatic perspective. I am excellent at identifying the challenges and solutions to just about any demanding design project and I am a personable, and motivated team player.

Experience

Freelance Web Designer/Developer, Petaluma CA

May 2009 - Present

Some of the clients/projects I'm actively working on:

<http://gogreenlawncare.com> - Web design/development for this Boston, MA based "green" landscaping company.

<http://literacyworks.org> - Web design/development for Petaluma, CA based educational non-profit.

<http://theboom.com> - Web design/development for this Novato, CA based consumer and industrial noise canceling headset company.

<http://revigor.us> - Web design/development for this Petaluma, CA based clothing startup company.

<http://mineralfusion.ehclients.com> - (Development site – unfinished) Web design/development for this Petaluma, CA based natural body care products company.

<http://artistryunleashed.com> - Web design/development for this Sebastopol, CA based business author.

Loud Dog Corp., San Francisco, CA

May 2006 – May 2009

Web Developer – In my position as "client side engineer" at Loud Dog, I wore many hats. Working closely as part of a small, boutique, design team, I implemented designs in XHTML/CSS, PHP, JavaScript and Flash, designed, coded, tested and QA'd numerous web sites and web applications, performed production design on print collateral and helped formulate software, hardware and workflow solutions. In addition, I designed and organized wireframes/diagrams and performed content management consultation/communication for our retainer clients on a daily basis.

Tortus Technologies, Springfield, MA

November 2005 – May 2006

Contract Designer – Web production design and front end development of Mary Jean's BBQ brochure site for this web development company.

360Kid, Newton, MA

July 2005 – May 2006

Contract Designer – Web production design and front end development of Lazytown mini-site and Sesame Street international mini-sites for this interactive/educational media company.

Ventana Research, San Mateo, CA

June 2005 – October 2005

Contract Designer – Web design/graphics maintenance for this business research and advisory services firm.

Netsuite, San Mateo, CA

June 2005 – October 2005

Contract Designer – Developed RGB color themes based on British football team colors for this business web application platform.

Deleon Art, Oakland, CA

September 2004 – August 2006

Contract Designer – Designed and produced websites for the Russian River Blues and Jazz Festivals.

Netmodular, San Francisco, CA

December 2001 – Present

Creative/Interface Consultant – Consult on design and production of interface, graphics and promotional materials for this social networking, Java (J2EE) web application platform. Example: <http://adholes.com>

Academy of Art University, San Francisco, CA

December 2001 – February 2004

Lead Mac Technician – Provided comprehensive technical support for graphics and multi-media students and faculty. Also responsible for staff scheduling and management.

Localize Technologies, San Mateo, CA

March 2001 – December 2002

Contract Designer – Designed a rebranded logo, identity website refresh and print and trade show collateral for this well regarded software internationalization firm.

Education

Boston University – College of Fine Arts

1986-1990

Bachelor of Fine Arts in Graphic Design

Skills

I am fluent in XHTML/CSS, graphic and web applications, the LAMP/MAMP development environment and version control, etc., on both the Macintosh and Windows platforms. I am familiar with PHP and JavaScript and the concepts of interpreted and objected oriented programming. I have years of freelance and agency experience hand coding semantic, accessible, standards compliant, cross browser tested markup and CSS for the web and HTML Email. I have experience constructing and designing wireframes, sitemaps and diagrams and I am well versed in the theories and best practices of usability and interaction design. I have knowledge of SEO/SEM best practices and broad experience with business applications and social networking. I have great communication skills and plenty of experience interfacing with clients.