

Martha Johnson

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An experienced graphic designer, photographer, computer professional, and artist. Well organized with a varied background in the visual arts, desktop publishing, and application programming.

Skills / Experience

Graphic Design

Page layout, traditional and computer / print and Internet, flyers, catalogs, exhibition / training materials

- Software includes: PageMaker, QuarkExpress, ReadySetGo, PowerPoint, Presentation

Website Design

Site design, navigation programming, HTML coding, image optimization, SEO, shopping carts

- Software includes: WYSIWYG & text HTML editors, ftp programs, Netscape, Adobe GoLive, LiveMotion, PageSpinner, Dreamweaver, Flash, GIFConverter, Eudora, Fetch

Graphics

Illustration production, traditional and computer / print and web, logo creation, photo retouching / montage / manipulate

- Software includes: Illustrator, PhotoShop, Color It, FreeHand, CorelDraw, ClarisDraw/Paint

Editing/Word processing

Editing of marketing flyers, catalog copy, training manuals, from single page to book length with table of contents

- Software includes: Microsoft Office Applications, WordPerfect, ClarisWorks

Computer Related

Relational database applications; hardware/software installation; hardware/software troubleshooting; computer lab help desk, reports from mainframe

Platforms

- Macintosh, Windows, Windows, MS-DOS, mainframe terminals

Relational Database Application Design

Marketing tracking software for book publisher, real estate agent listing package

- Software includes: FileMaker Pro, Helix Express, Alpha5, FoxPro, Q&A, Microsoft Access

Photography

Darkroom

Black & white film development (35mm, 4x5) & printing (16x20), color printing (11x14), and alternative processes (Liquid Light on handmade paper, posterization, photograms, solarization)

Cameras

CoolPix 8700 (Nikon digital), 35mm (Ricoh, Canon, Nikon), medium (Argoflex, Ciroflex), large (Crown Graphic), and panoramic formats (RoundShot 220)

Miscellaneous Media

Video, papermaking, book-binding, watercolor, paper and fabric marbling, weaving, felting, ceramic sculpture

Education / Qualifications

Bachelor of Fine Arts, (5/91), Emphasis in Photography, Graphic/Book Design, University of Nebraska-Lincoln.

Helix Express Applications Development Seminars, I-III (10/90 - 6/92) Relational database application design and optimization, Helix Technologies, Northbrook, IL

Sole Proprietor Ethics Certification Virtual Assistant, Verification No. 01-05-00116, Staff-Centrix

Brainbench Certification: MS Office Specialist, HTML 4.0 Specialist, PageMaker Specialist, and Macintosh Power User/ Master Level

SkillDrill Certification: Foundation Series: HTML 4.0

Publications / Exhibitions

- Premiere Portfolio 2002-03**, WorldWide Arts Resources / absolutearts.com, this exhibition represents a wide range of price points, media, and themes. Hundreds of artists from around the world applied to be members of this exclusive art marketing service. These artists are reviewed and selected by a team of art marketing professionals.
- Portfolios.com**, An unparalleled online service that supports the creative and marketing community. Accepted by review panel.
- Modern Day Masters**, Summer 2001, exhibition on the Modern Day Masters Web Gallery (www.moderndaymasters.com) featuring four images of the Great Plains.
- The Search for the Ultimate Earth Image**, First Round Finalist, EarthDay 2000 celebration in Washington DC, Alchemedia, *Magic Valley Sunset* (www.mlcltd.com/jphotograf/magicvalleyset.html)
- Rogues Harbor*, Summer 1996, 461 East Olive Street, Long Beach, NY 11561. Editors: Mary Haring, Lisa Ries, & Corin Hirsch, *Ent Dance Refreshment Table*, black & white photography
- Group Exhibition, 1986, Haymarket Gallery, Lincoln, NE, *Texoma Triptych*, black & white photography

Employment

- Olan Mills (7/04-9-06)**: Responsible for operation of traveling portrait studio, creation of portrait images, care, setup, and transportation of studio to churches as scheduled by Olan Mills for directory portraits. Travel and flexible schedule including interaction with clients on studio set and sales reps on site.
- FastSigns (2/03-1/04)**: Design of banners and signs, image scanning and manipulation, operation of large format inkjet printers, thermal printers, and plotters.
- PCA, International, Inc. (10/02-01/03)**
Responsible for operation of traveling portrait studio, including creation of portrait image; daily records of sittings and sales; accessories and bonus sales records and inventory; care, setup and transportation of portrait studio. Travel and flexible schedule including interaction with clients on studio set and sales reps on site.
- Center on Children, Families and the Law**, University of Nebraska-Lincoln, Lincoln, NE (3/97-2/02)
Responsible for page layout, typesetting, editing, and design, and production of training manuals and CD-ROMs, design and production of digital presentations and overheads, visual aids, and handouts for training sessions
- Specialized Office Services**, State of Nebraska, Lincoln, NE (3/97 to present)
Nebraska Library Commission (3/97 - present part-time)
Responsible for page layout and translating documents into HTML for uploading to website.
- Staff & Partnership Development**, Nebraska Health & Human Services, Lincoln, NE (3/97 - 5/98)
Responsible for design, page layout, typesetting, editing, and production of training materials, printed manuals, design and production of overheads, visual aids, and handouts for training sessions
- Personal Web Project - MLC, Ltd.**, a unique starting place (www.mlcltd.com) (4/97 present)
Creation of a web presence for my photography and other interests which included site concept and design, HTML coding, and graphics production.
- Aquent (MacTemps)**, Detroit, MI & New York, NY (7/95 - 2/96)
Placed at Ford Motor Company, Chrysler Motor Company, American Printing Company, Maritz Marketing Research, J. Hunt & Fultz, Schlumberger Investor Relations, Big Apple Guides, and Columbia House where duties included page layout and design, database design and data entry, designed screen and print forms for database applications, technical and hardware troubleshooting and repair.
- Book Artist Richard Minsky**, New York, NY (7/95 - 2/96)
Apprentice/Assistant, leather bindings, book boxes, watercolor illustration
- University of Nebraska-Lincoln**, Lincoln, NE (4/86 - 6/95)
University of Nebraska Press / Electronic Media Department
Developed information systems; performed software training, computer troubleshooting, hardware/software installation & maintenance, researched/solved platform compatibility solutions
- University of Nebraska Press / Marketing Department**
Design and coordination of production of catalogs, direct mail materials, liaison with authors on marketing plans, designed database application for tracking marketing activities
- Department of Art & Art History**
Design and production of brochures, flyers, exhibit posters, and recruitment materials.
- International Educational Services** (renamed to International Affairs)
Design and production of handouts for international student information, flyers for various international student functions.

References and portfolio available upon request.