



## VINCE MARTIN

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### Senior-Level Production Artist with 20+ Years of Industry Experience

Creative expert adept at designing eye-catching advertising graphics and creating print/web publishing-ready files

Graphics and Production Artist with an exceptional eye for detail, expertise in managing creative projects from creation to deployment and delivering flawless design quality for a wide array of partner brands including PepsiCo, Nickelodeon, Harrah's Casino, HomeVestors, Service Experts and Taco Cabana. I've demonstrated proficiency in brand identity and awareness, photo/color-editing and retouching, document layout, and marketing/advertising. I have strong technical and creative skills including knowledge of the printing process as well as proficiency in the use of image editing tools, preflighting tools, and design software. Skilled at creating mechanicals for a variety of media, including printed material, banners, posters, outdoor boards, and duratrans. Advanced critical thinking, resource management, process-mapping, prioritization, and organizational skills.

#### Core Competencies

Full-Color/Black & White Works | Design Planning & Execution | Photo Correction & Manipulation  
Desktop Publishing | Creative Project & Portfolio Management / Leadership | Customer / Digital Illustration  
Needs Assessments & Analysis | Graphic Arts / Design | Graphic Image Creation & Editing  
Typeface Production / Typography | HTML / Web development Systems | Document/Page Layout  
Quality Assurance / Control | Client/Vendor Relationship Management

#### Technical / Language Proficiencies

Microsoft Office Suite (Word, PowerPoint, Excel, Teams and Outlook), Asana, FileMaker Pro,  
Adobe Creative Suite (Photoshop, InDesign, Illustrator, Animate, and Acrobat), Figma

### PROFESSIONAL EXPERIENCE

#### **IMAGINUITY**, Dallas, TX Lead Production Artist

8/2023 – 10/2025

Responsible for the execution of marketing materials and for the overall quality of work produced. Worked with designers, writers, art directors, proofreaders, and creative directors to execute websites, advertisements, print materials, brand identity work, marketing campaigns, social media graphics, and other initiatives. This included both external client business initiatives and internal agency business initiatives. Managed multiple projects simultaneously while maintaining deadlines and attention to detail. Exhibited a strong understanding of design principles and appropriate software, as well as the ability to work both independently and as part of a team.

#### ACHIEVEMENT HIGHLIGHTS:

- Created and/or produced marketing materials, including website designs, social media graphics, print ads, outdoor signage, and email campaigns using Adobe Creative Suite (Animate, Illustrator, InDesign, Photoshop, Acrobat) and Figma.
- Worked with the production services team through the entire production process, including proofing and printing, in a fast-paced environment that serviced and exceeded a wide array of client demands.
- Maintained a high level of quality and accuracy in all work, and stayed up-to-date on the latest design trends and software, including learning, implementing, and monitoring developments in A.I.
- Mastered the fundamentals of digital animation using Adobe Edge, and learned to craft effective prompts for A.I.

## PROFESSIONAL EXPERIENCE (cont.)

### **LEAF TRADING CARDS**, *Carrollton, TX* **3/2016 – 8/2023** **Production Artist**

Drove end-to-end creative and production for boutique trading card and collectible lines—built FileMaker and InDesign master files, oversaw full card set production (data merges, image retouching, color correction, proofing), and created marketing graphics for trade shows and sales enablement materials.

#### **ACHIEVEMENT HIGHLIGHTS:**

- Managed production demand and quality by using Adobe InDesign to build master files for each card set and created print-ready files to submit to local printers for both digital and offset production.
- Consistently met company-defined requirements for the editing and color-correcting of thousands of player imaging by drawing on years of experience in photo-editing to prepare the player images for use on trading cards within demanding time frames and to exact specifications.
- Used Adobe InDesign, Illustrator, Photoshop, and WordPress to create the required sales materials to support the sale of high-end trading cards.

### **AD GIANTS**, *Dallas, TX* **11/2011 – 2/2016** **Production Artist**

Improved efficiency, productivity, and service quality by building a large library of customizable templates for upload and implementation into the MODSocket system using Adobe CS and Pageflex Studio.

#### **ACHIEVEMENT HIGHLIGHTS:**

- Supported the company's goal to create an online customizable sales material generation by mastering the company-built interface. Built a library of customizable templates for all types of sales materials.
- Provided tactical support for system configuration, upload and validation, produce creative deliverables for client implementations, and troubleshoot template issues.
- Delivered expert photo retouching and print production support across high-priority projects.

### **NOUVEAU EYEWEAR**, *Carrollton, TX* **11/2005 – 10/2011** **Art Department Manager**

Established standards and direction while overseeing and spearheading the workflow in the art department. Designed and created production artwork using professional photographic and licensor-provided resources. Led, managed, and stabilized the department after taking over responsibilities from the previous department manager.

#### **ACHIEVEMENT HIGHLIGHTS:**

- Retouched and composited high-resolution locally shot and stock photography of eyewear images with brands such as Nickelodeon and Van Heusen.
- Generated print-ready mechanicals for advertising materials like brochures and magazine ads.
- Managed sizable in-house print jobs using Canon color laser printer and Canon iPF6100 large format printer.

## EARLIER ENGAGEMENT

### **TRACY LOCKE PARTNERSHIP**, *Dallas, TX*, **8/1999 – 11/2005** **Production Artist**

## EDUCATION

### **UNIVERSITY OF NORTH TEXAS**, *Denton, TX* Advertising Art, 3 years of coursework completed.