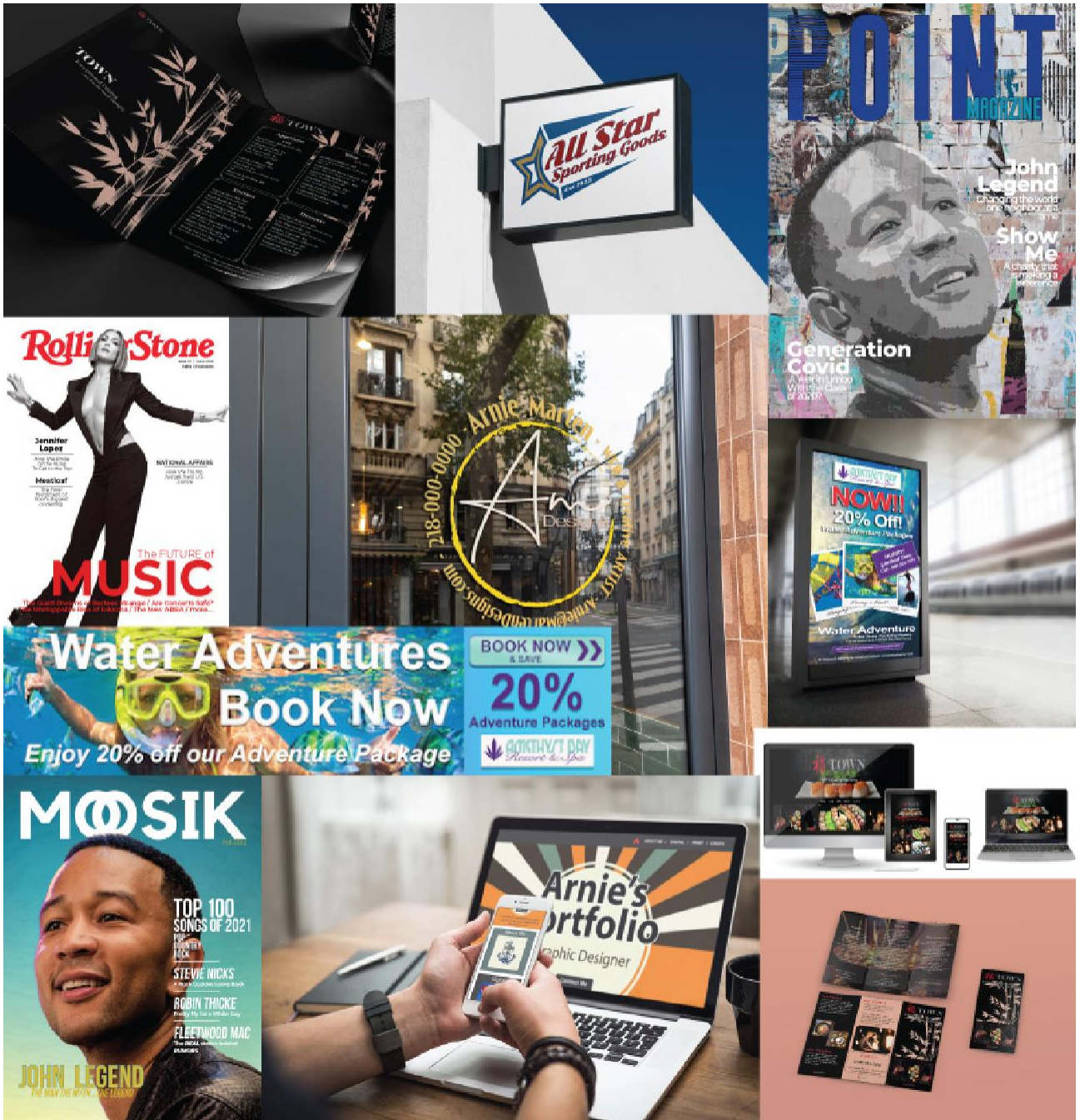


PORTFOLIO



ARNIE MARTEN
GRAPHIC DESIGN PORTFOLIO

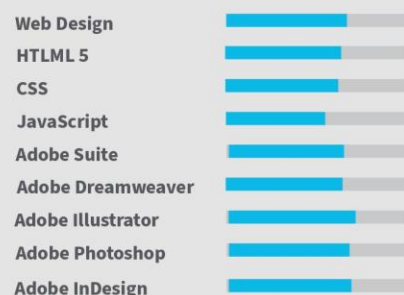


Arnie Marten

Graphic & Web Designer

218-460-6328
arnie@arniemarten.com
www.arniemarten.com
Duluth, MN 55812

Hard SKILLS



Soft SKILLS



HOBBYS



SUMMARY

Military veteran with a BA in Graphic Design and Media Arts, with a concentration in Web Design. High Proficiency in Adobe Creative Suite, Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe InDesign, HTML5, CSS, SCSS and JavaScript, Color Theory and Typography. Expert in Web and Print Design, project management, team collaboration, and client communication. Detail-oriented individual. Highly adaptable and able to work under pressure to meet deadlines.

EDUCATION

- Bachelor of Arts in Graphic Design** - SNHU - New Hampshire
May 2020 to Nov 2023
User Interface and Experience, Interactive Animation for Web, Advanced Multiplatform Design, Advanced Digital Imagin, Digital Publishing, Typography, Adv Digital Graphic Design/Web, Graphics & Layout Print Media, Desktop Publishing, Digital Graphic Design for Web, Intro to Digital Imaging, Basic Design and Color Theory, Digital Photography
- Associates of Arts Degree Computer** - LAKE SUPERIOR COLLEGE - Duluth, MN
2013 - 2015
Computer programs including intro to HTML, Javascript and CSS.

WORK EXPERIENCE

- Product Advisor** - WEST MARINE | WEST MARINE, INC - Duluth,
April 2021 to Present
Deliver exceptional customer service by quickly resolving issues to ensure high customer satisfaction and retention
- Customer Service Representative** - HCL - Duluth, MN
20191 2021
Delivered great customer service by quickly scheduling exam dates and Assist customers with their accounts to ensure customer satisfaction an continued loyalty
- General Manager** - VISTA FLEET - Duluth, MN
2006 - 2012
Managed Tour Boat Excursion Company that serves over 700,000 riders each season and an annual revenue of over 5 million dollar with 60 seasonal employees.

MILITARY SERVICE

- Chief Petty Officer** - UNITED STATES COAST GUARD
May 1982 to January 2006
Experienced military professional with 23 years of service, including Commanding Officer roles at two Search and Rescue Units. Successfully oversaw unit missions resulting in awards for outstanding readiness and operations. Led training programs in anti-terrorism preparation. Served as Command Chief, responsible for liaison between enlisted personnel and command. Reviewed disciplinary actions and conducted personnel performance evaluations. Outstanding in mission planning and briefing.

AWARDS

- Coast Guard Commendation Medal (2)
- Coast Guard Achievement Medal
- Commandants Letter of Commendation
- Global War Terror Service Medal
- Humanitarian Service Medal
- Military Outstanding Volunteer Medal
- National Defense Service Medal
- CG Good Conduct Medal (6)

218.460.6328 Arnie@ArnieMarten.com ArnieMarten.com

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WELCOME TO MY

PORTFOLIO

HELLO, I AM ARNIE MARTEN

GRAPHIC DESIGN PORTFOLIO

ABOUT ME

I am a highly successful military veteran with a BA in Graphic Design and Media Arts, with a concentration in Web Design. I have a "CAN DO ATTITUDE!" with every project and job I take on. My top skills include Adobe Creative Suite; Illustrator, InDesign, Photoshop and Dreamweaver, HTML, CSS, and JavaScript. I am also experienced in project management, team collaboration, and client communication.

My strengths include - I am a fun, detail-oriented individual who strives for excellence in every project. Highly adaptable and able to work under pressure to meet deadlines. I have discipline, a proven leader and teammate, and problem-solver. I enjoy all aspects of website design and development, graphic design for print and digital media, logo design and branding. I want projects that challenge me creatively and allow me to make a positive impact.

I work hard to stay up-to-date with the latest design trends and technologies. Overall, I am passionate about using my skills and experiences to create visually appealing and effective designs that meet the needs of my clients.

EDUCATION

**BACHELOR OF ARTS
GRAPHIC DESIGN**
SNHU - New Hampshire
May 2021 to October 2023
Deans List (All Terms)
GPA: 3.6

Course Work • User Interface and Experience • Interactive Animation for Web • Advanced Multiplatform Design • Advanced Digital Imaging • Digital Publishing • Typography • Advanced Digital Graphic Design/Web • Graphics & Layout Print Media • Desktop Publishing • Digital Graphic Design for Web • Introduction to Digital Imaging • Color Theory • Digital

**ASSOCIATES OF ARTS
WEBSITE AND GRAPHIC
DESIGN**
LAKE SUPERIOR COLLEGE -Duluth,MN

HTML,CSS, JavaScript, Web Coding

SKILLS

- Web Development
- Microsoft Windows
- Microsoft Windows
- UI design (2 years)
- HTML5 (5 years)
- Wireframing (2 years)
- Graphic design (3 years)
- Adobe XD (2 years)
- Adobe Photoshop (3 years)
- Adobe Illustrator (3 years)
- Adobe InDesign (3 years)
- Bootstrap (3 years)
- Microsoft Word (10+ years)
- Microsoft Excel (10+ years)
- Adobe Dreamweaver (3 years)
- Web Design (5 years)
- CSS (5 years)
- Branding (2 years)
- JavaScript (4 years)



TYPOGRAPHY

InDesign, Photoshop, Illustrator

Concept for a magazine article layouts

PROJECT DESCRIPTION

Concept for two print layouts of a magazine article. The concept called for two distinct - two page - layouts with images, title and subtitle. There was a requirement for at least one call out in each piece.

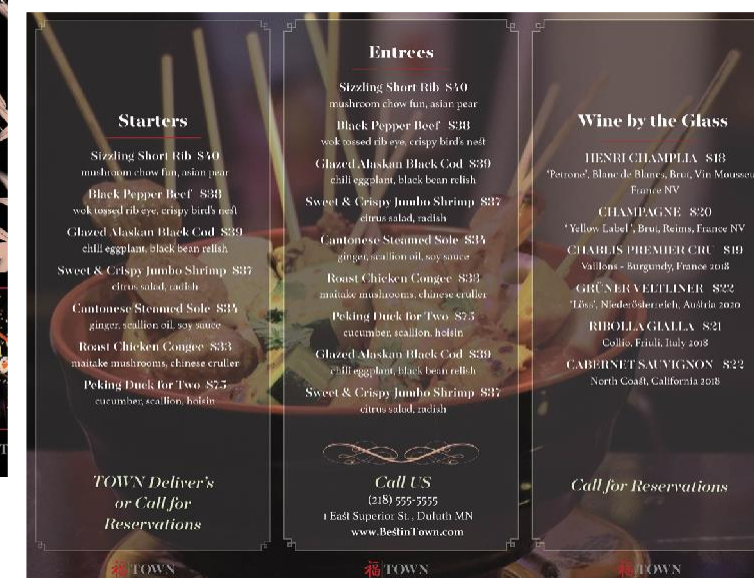
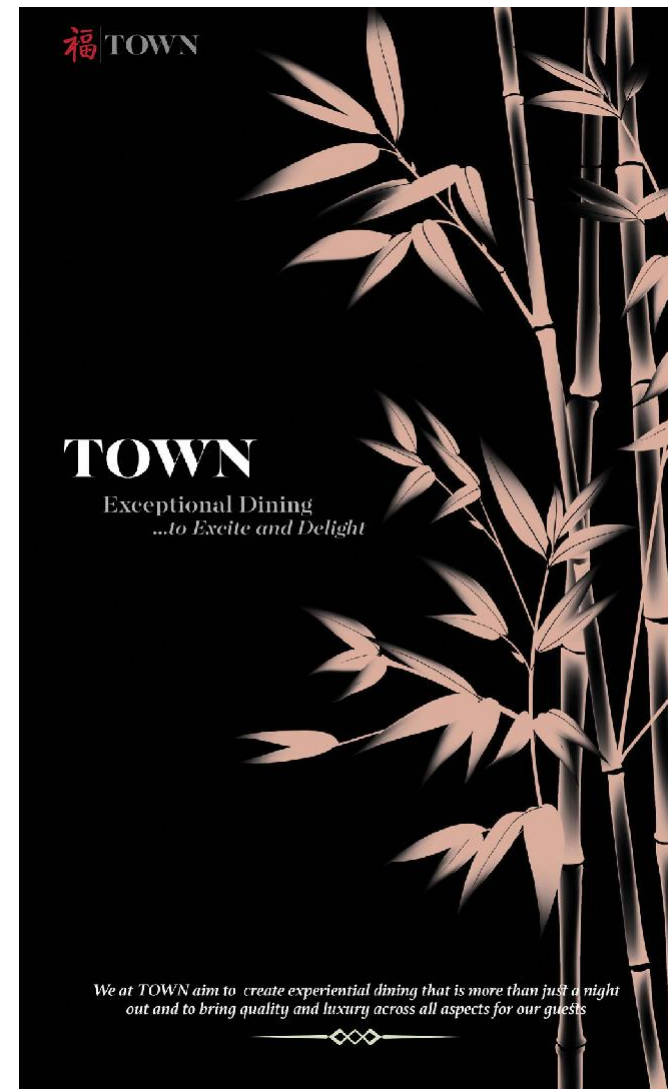


DESKTOP PUBLISHING

InDesign, Photoshop, Illustrator
Concept for Print Menu and Brochure

PROJECT DESCRIPTION

Concept to create a print layout of a restaurant menu and brochure that appeals to high-end clientele and includes insights into their culture while delivering on the promise of creativity, conversation, and quality.



DIGITAL PUBLISHING

InDesign, Photoshop, Illustrator
Concept for a Digital Magazine - EPUB

PROJECT DESCRIPTION

Concept for a digital version of a magazine in the form of an EPUB in fixed layout that will target men over the age of 35 with the goal of increasing those viewers while maintaining or increasing the loyal readers. The concept calls for a digital version of the magazine that is entertaining with interactive elements that tie to the articles, visually appealing while keeping with their brand and easy to navigate.



CONTENTS

THE MIX

- Earthgang: Float Above the Chaos
- Secrets of Tupac Shakur's Unseen Archives
- RS Recommends: Our Top Pop-Culture Picks

NATIONAL AFFAIRS

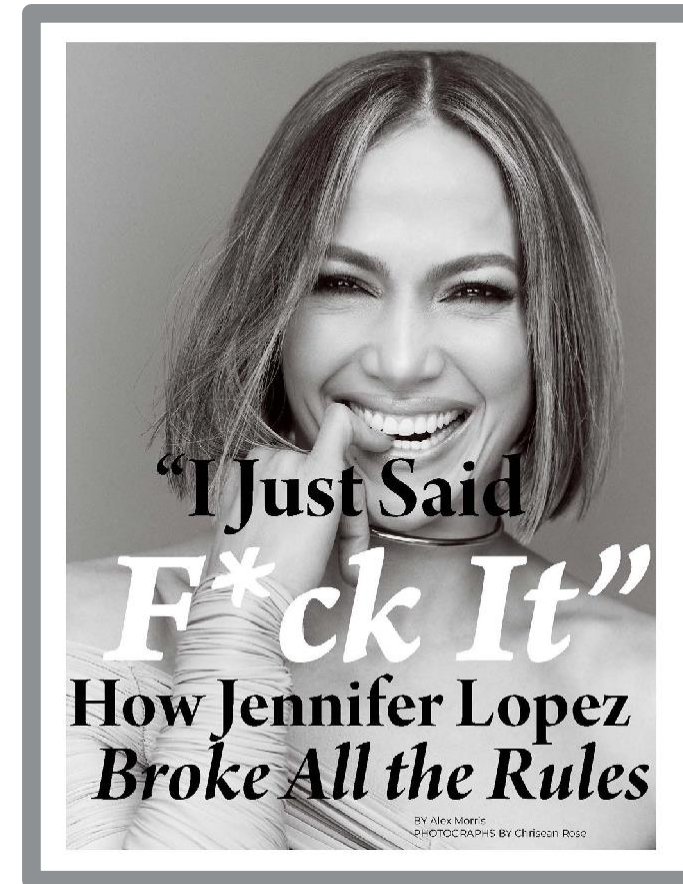
- The MAGA Laboratory for Autocracy

SPECIAL SECTION

- How Jennifer Lopez Broke All the Rules to Get to the Top
- The Future of MUSIC

FEATURE

- Meatloaf - The Final Testament of Rock's Biggest Underdog
- 1,200 Tons of Chemical Weapons, Nine Months to Destroy Them All



"So many things. I can give you a small example. Just, like, anything in fear. Anything where you're like, 'Oh, maybe I should do this because if I don't, people won't see me for a while.' Then you're just, 'I shouldn't have done that. That was a stupid move. That didn't turn out well!'"

Is there one specific situation that didn't turn out well?

"I'm trying to think of something specific." She pushes back a tendril. She scratches her leg. "It's so hard."

What about her relationship with Affleck? Is that finally, belatedly, turning out well?

"I won't talk about it a lot. We've both grown. We're the same, and we're different. And that's what's nice."

Nice? Nice?

"Yeah...having a second chance at real love...yeah."

Now the leg is shaking. "Like I said, we learned a lot. We know what's real, what's not real. So it's just — the game has changed. Again, I'm trying not to say too much."

IN FAIRNESS, there is much that Lopez is willing to discuss, if we rewind a bit. She is happy to share that she was around eight years old when she set her sights on something bigger than the Castle Hill neighborhood of the Bronx where she grew up, attending Catholic school and watching Happy Days and tacking Menudo posters on the light-pink walls of the room she shared with her younger sister, Lynda. "I wanted to accomplish things," she says. "I had that competitive kind of spirit."

Her father was a computer-repair technician, her mother a kindergarten teacher who would come home from church on Sunday and record the Top 40 countdown on cassette tapes. Jennifer, the middle of three girls, would dance in front of the mirror in her room, pretending she was Rita Moreno in West Side Story. Her first job was earning \$10 to sweep the hair and clean the sinks of a beauty shop owned by a family friend. Later, at 15, she sold bootleg perfume from "a bootleg kind of perfume store behind the gas station." As a girl, she dreamed of

having three kids in four years and began selling Tupperware for extra cash. She was not a natural nurturer. She expected her daughters to excel, but also made them aware of their limitations. She would sometimes slap them around. "It was that type of mentality: That's how you keep kids in line," says Lopez. "That's how they were raised, and that's how I was raised. Listen, my mom was also a fun mom. My mom was also the mom who got me into musicals and introduced me to all kinds of music. I am an entertainer because of my mom. But I'm also able to survive the things I've survived in this business because my mom was tough. I don't think she could realize what she was preparing me for, but she did."

Lopez mostly toed the line until she turned 16 and started dating a neighborhood kid named David Cruz. He took her to prom. They started sleeping together. Lupe worried Jennifer would get herself pregnant, so Lopez took to sneaking out her second-story window to meet up with Cruz on the sly. Returning home required stealth use of a ladder. "I was good at sneaking out," she says. "But when I did get caught, it was bad."

Not quite as bad, however, as the fight that went down when she informed her parents that she had dropped out of college to devote herself to dance full time. "They definitely had their

ON A WARM December day in her West Hollywood offices, actress, singer, dancer, producer, mogul, brand, and multi-multimillionaire Jennifer Lopez was trying not to say too much. "I'm trying not to say too much," she says, verbatim, as she sits on a leather chesterfield wearing a serene expression, a loose ponytail, and a white sweatsuit that exposes several inches of midriff. "I'm really happy. I don't want to say anything else."

It wasn't always thus. For a brief and beautiful moment in time, saying too much was kind of Lopez's thing. Harkening back to the late Nineties, when she was married to some waiter no one had ever heard of and would meet reporters in a bikini top by her Beverly Hills pool and let loose with things like: "This two-bit town isn't big enough for me." And: "I was like a rocket, he was like a rock." And: "I have the 'stardom' glow." And: "The fear of being alone drives my life." She'd talk about how Oliver Stone smelled of spicy lavender and how Woody Harrelson flicked his tongue ("very nasty") and how Madonna should just stay in her lane and stick to singing. Asked about Gwyneth Paltrow, she had this to say: "Tell me what she's been in? I swear to God I don't remember."

So it's clear that Lopez knows how to dish, that she could dish if she wanted to. And, on a meta level, you'd think she might, considering that the task at hand is to discuss her latest film, *Marry*

Me, which she produced and starred in and for which there is a soundtrack that she also developed and performed on, meaning that it is a Lopez project par excellence. The movie concerns a certain Kat Valdez, a global superstar who is moments away from getting married in front of millions of fans when she learns that her fiancé (Maluma, steamy) has been unfaithful. In a panic, she does what approximately zero people would do and instead marries some random guy from the crowd (Owen Wilson, very adept at being "some random guy"). Moderate hilarity ensues, though maybe not as much as you would imagine for a movie that also features Sarah Silverman.

To put a fine point on it: Jennifer Lopez, a global superstar who has (allegedly) been cheated on time and again and who was (possibly) left if not at the altar then adjacent to it by Ben Affleck — would she care to elaborate on those?

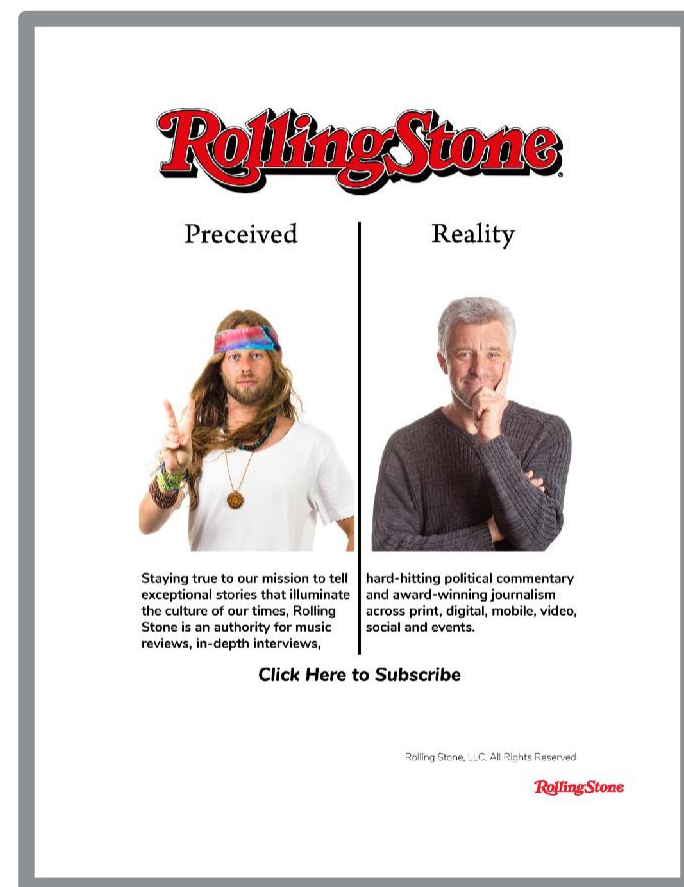
She would not, at least not directly. "You start realizing there are no rules," she says obliquely, feet propped up on the chesterfield and two caramel tendrils of hair falling into her perfect face. "There's only what you feel is right for you. Because that's the person you've got to live with at the end of the day. Any time I've gone against my gut and my instinct, I've ended in misery."

OK, but what is an example of a time you ended in misery?

what it's like to be onstage in front of an arena full of people and something embarrassing happens. That's happened to you. What do you do? What does it feel like when it all falls apart and you go home and you're on the TV and they're making fun of you as if it's not painful? How does that feel? You know what? You've cried in a puddle on the floor too. That's what it feels like. Or going underwater at that point where you feel like you're drowning, suffocating in your own decisions that you know are not the right ones."

You concur that certainly all that feels not great, though perhaps the not-greatness is obscured cinematically by all those beautiful rooms and designer clothes and product placements and impeccable lighting. That's why it might be nice to talk about these things in a more personal way. For example, those decisions that she knew were not the right ones —

"I'm an underdog. I always feel like I was scrapping from the bottom. Always. That's part of being Puerto Rican and from the Bronx and a woman."



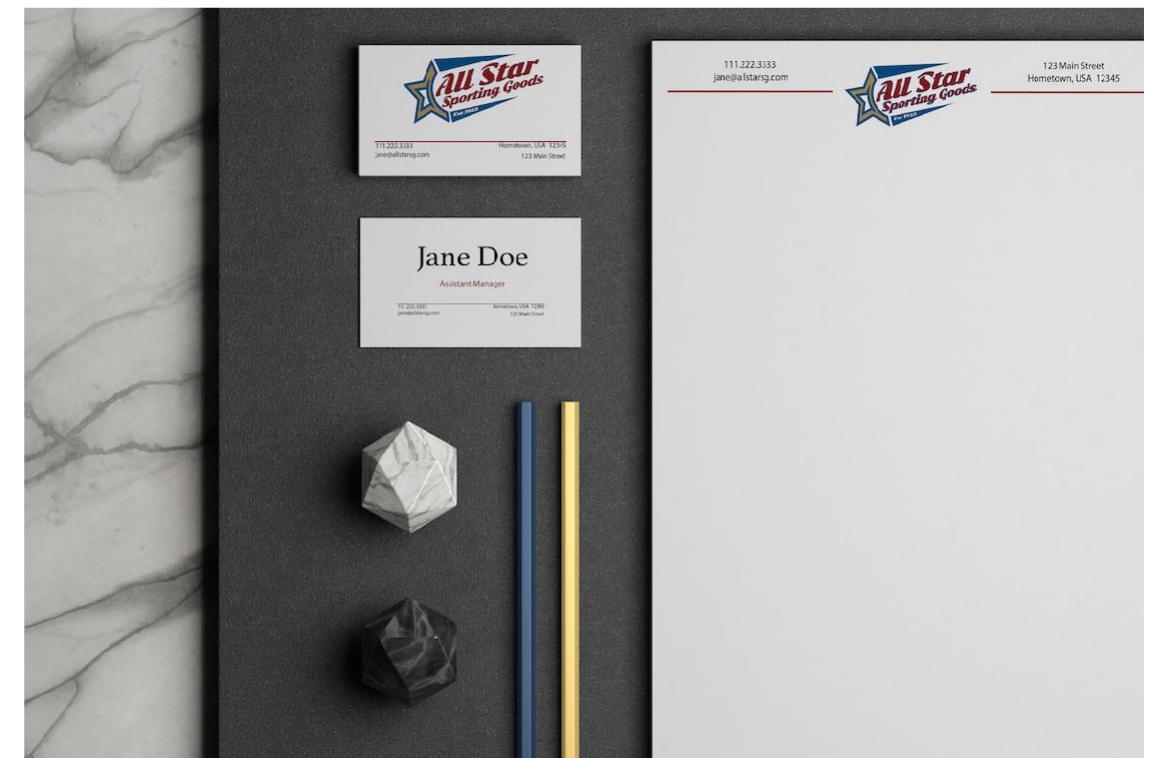
GRAPHICS & LAYOUT

Illustrator, Photoshop

Concept for Logo and Branding

PROJECT DESCRIPTION

Concept to create a logo and brand identity for a client, taking into consideration the needs and requirements of the client as well as applying the psychology of design to communicate the message you intend to the client's audience.



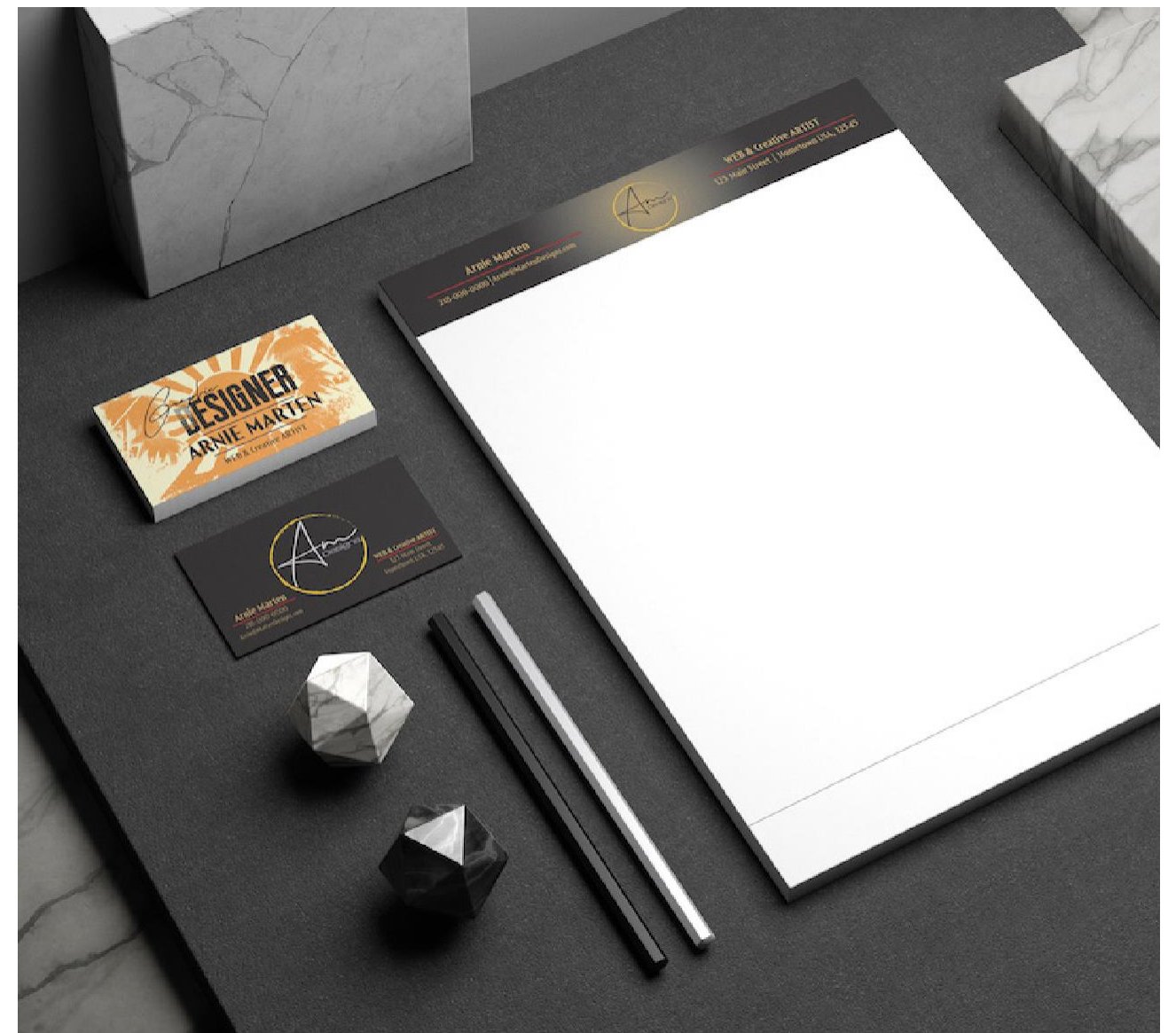


BRANDING

Illustrator, Photoshop
 Concept for a Logo with Branding

PROJECT DESCRIPTION

Concept to create a logo and brand identity for a client, taking into consideration the needs and requirements of the client as well as applying the psychology of design to communicate the message you intend to the client's audience.



LOGO DESIGN LAYOUT

Illustrator, Photoshop, InDesign
Concept for a logo

PROJECT DESCRIPTION

Concept to create a logo and brand identity for a client, taking into consideration the needs and requirements of the client as well as applying the psychology of design to communicate the message you intend to the client's audience.



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DIGITAL IMAGING

Photoshop, Illustrator
 Concepts for a Digital Ad

PROJECT DESCRIPTION

My aim was to create a visually appealing and cohesive piece, which involved careful consideration of color, shape, balance, unity, and emphasis. I maintained consistency in messaging and colors to ensure that the design was cohesive across different media. Overall, I incorporated a background image that reflects the location where the adventure sports activities could take place.

GRAPHICS & LAYOUT

Dreamweaver, Photoshop, Illustrator
Concept for a Restaurant Website



PROJECT DESCRIPTION

The concept is to create a brand that appeals to high-end clientele and includes insights into their culture while delivering on the promise of creativity, conversation, and quality. The overall display and layout was consistent with the concept. It is an Image heavy site that is interactive and uses fonts, colors and the logo from the Client. The site is responsive and the navigation is intuitive and easy to use.





ADVANCE DIGITAL GRAPHIC DESIGN

Dreamweaver, Illustrator, Photoshop, Bootstrap

Concept to create a UX Branding Portfolio Website

PROJECT DESCRIPTION

The concept is to apply the principles of User Experience and KIS guidelines to a portfolio website. The concept calls for a website that is attractive, intuitive, and easy to navigate.

Sitemap

```

    graph TD
      HOME[HOME] --> AboutMe[About Me]
      HOME --> Digital[Digital]
      HOME --> Print[Print]
  
```

Wireframe Breakpoints

320px, 760px, 1024px

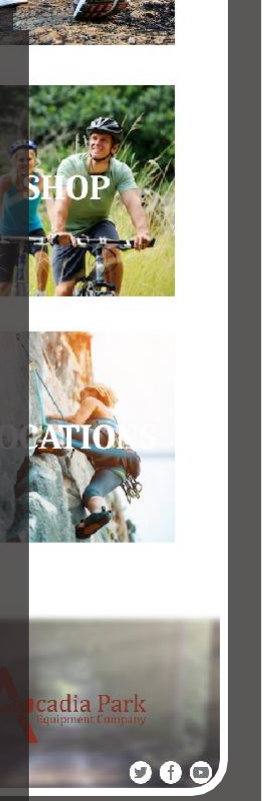
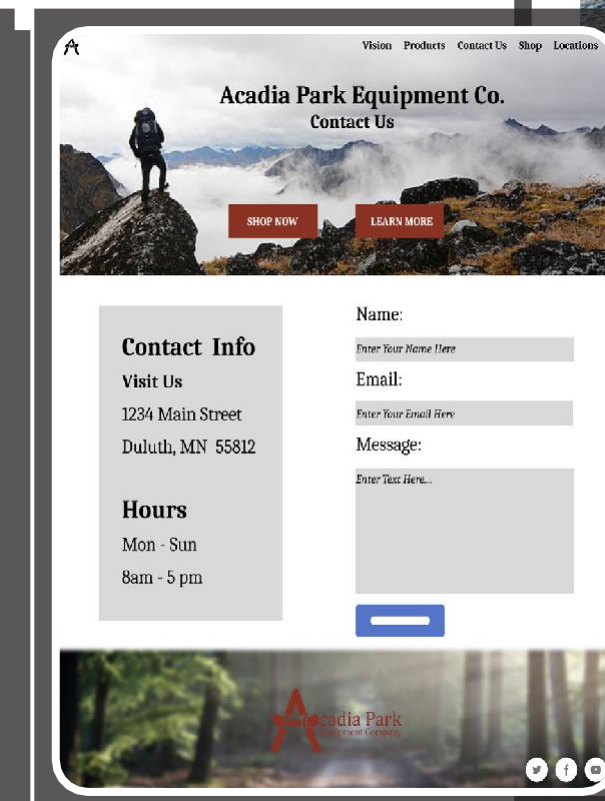
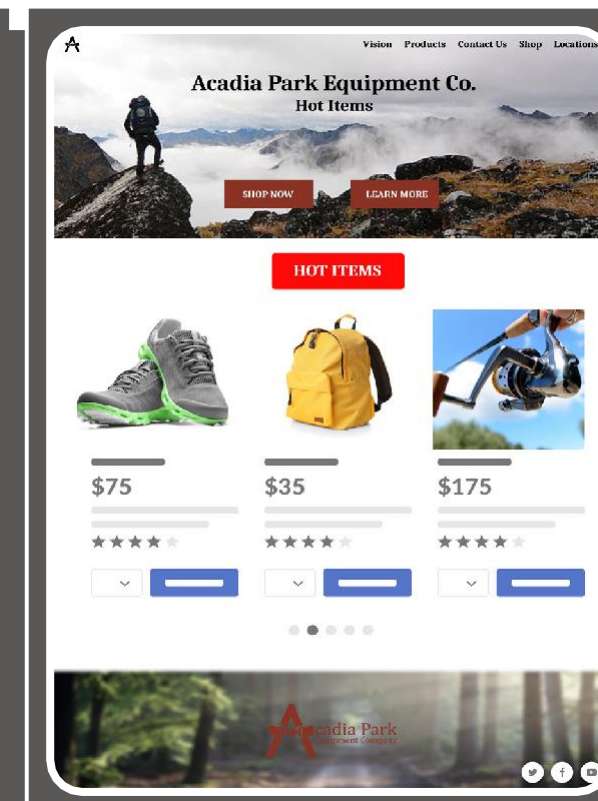
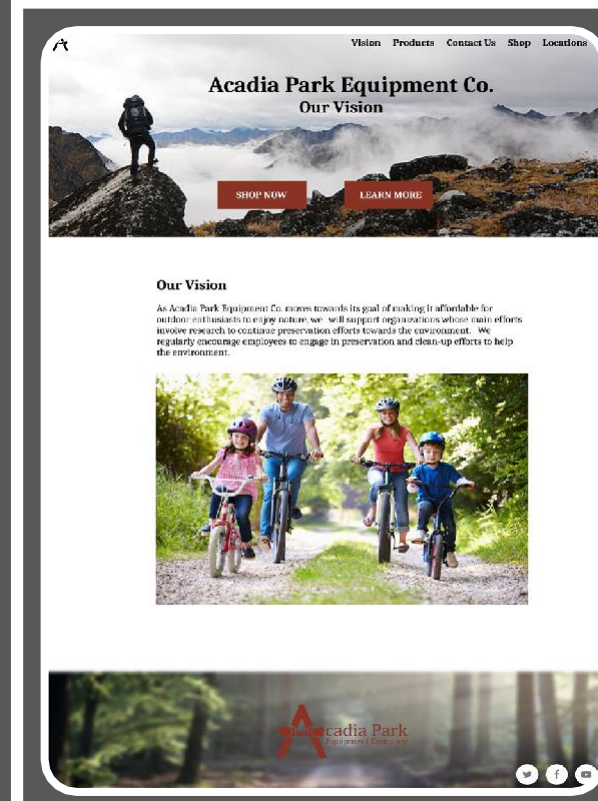
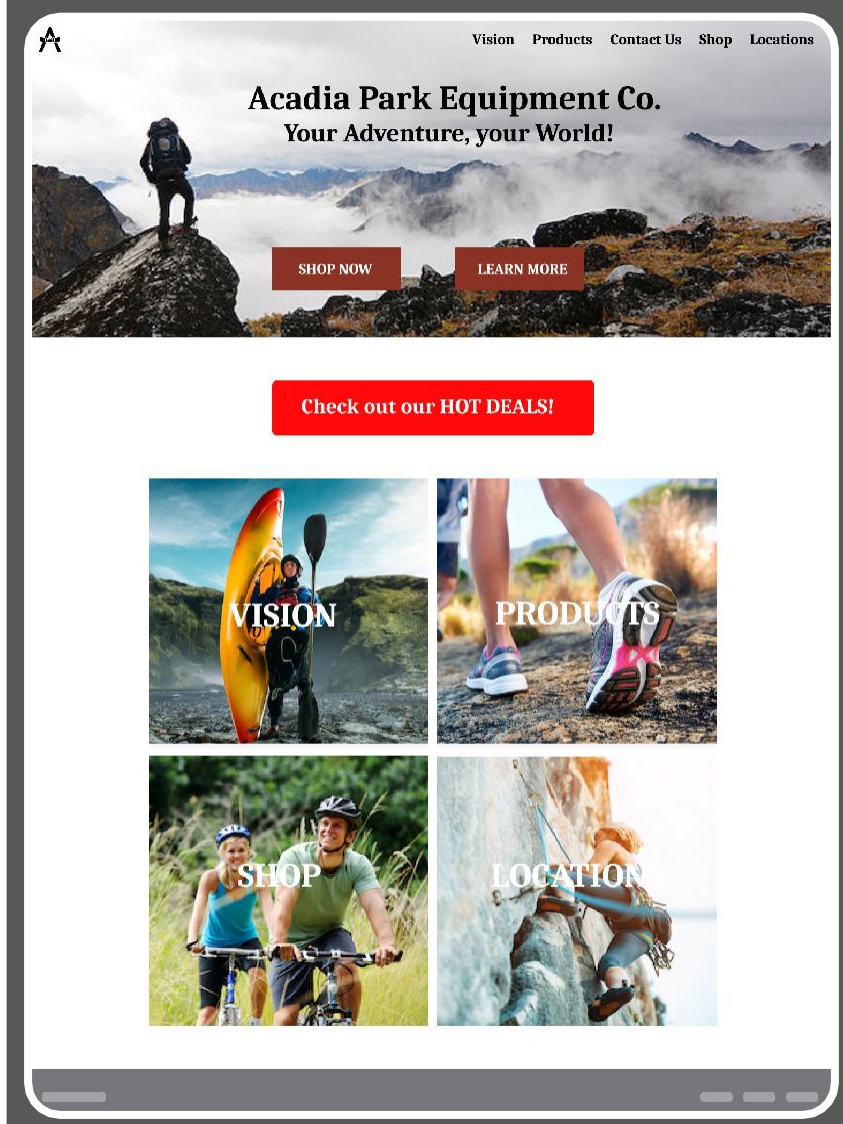
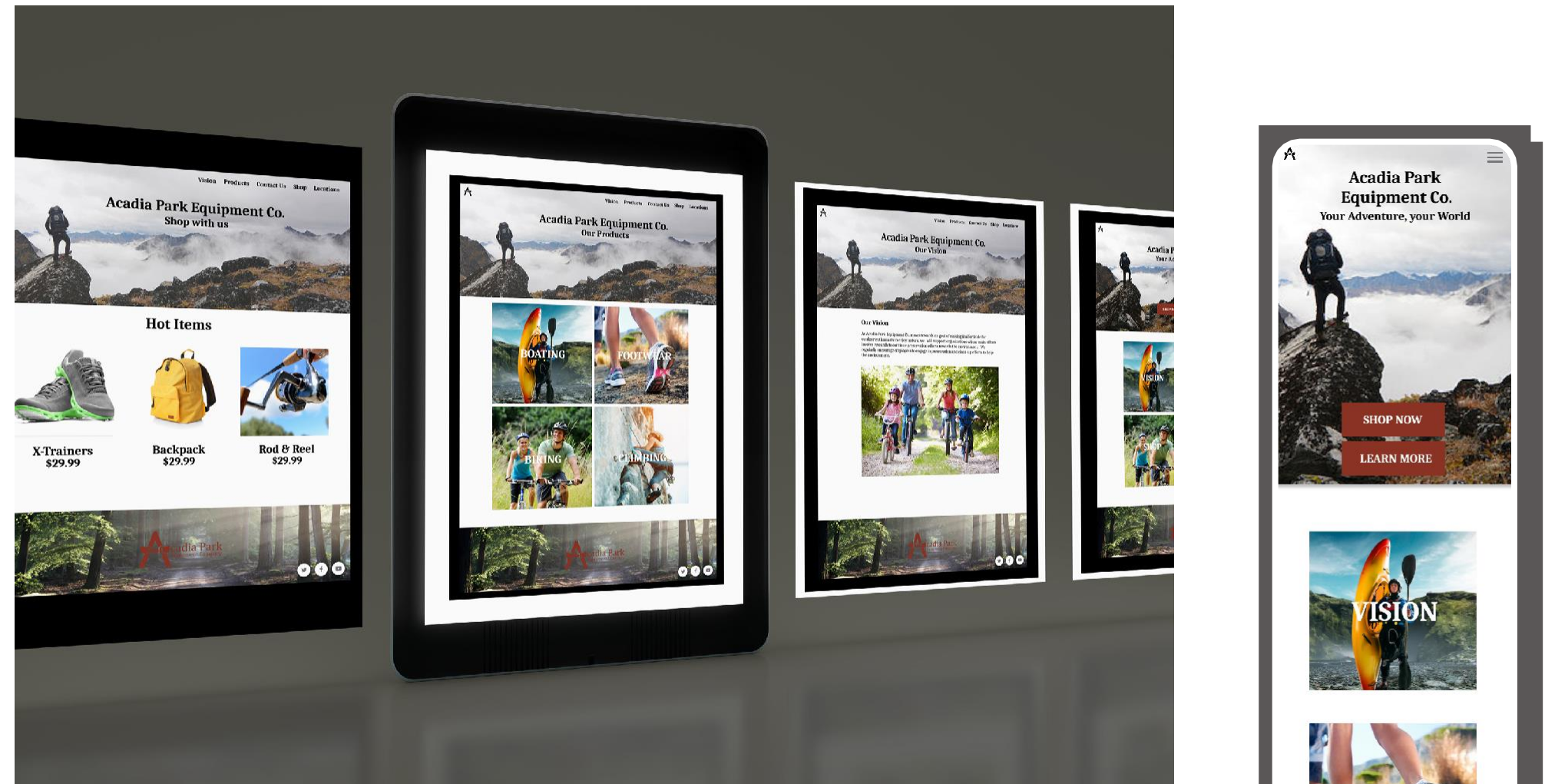
Arnie Marten
arnie@arniemarten.com
Duluth, MN
2023

ADVANCED MULTIPLATFORM DESIGN

Dreamweaver, Photoshop, Illustrator, Figma, Bootstrap
Concept for an Outdoor Adventure Store with UI/UX

PROJECT DESCRIPTION

The concept is to design a website to ensure the visitor see's a consistent experiences when visiting the site on different devices. The images, hierarchy and navigation will be consistent across the devices. Visitors will be able to share and access in-formation between designs with no additional steps needed. Images, text and forms will be con-sistent over all the devices to provide a familiarity and comfort for the visitor. Visibility will be an important element to pay attention by ensuring the images resize correctly and that the fonts will be visible and easy to read on smaller devices.



UI/UX CASE

Figma, Photoshop, Illustrator
Website Case Study

PROJECT DESCRIPTION

The concept is for a website redesign and to create a user-friendly and visually appealing website that reflects the restaurant's brand identity. The new website should provide customers with easy access to information about the restaurant, including menus, hours of operation, location, and contact information. Additionally, the website needs to integrate an online ordering system that allows customers to place orders for pickup or delivery

Dan - Lawyer

Yoga, Classic Rock n Roll, Thoughtful
Entertainment Warrior

Motivation

Incentive

Back Story

Dan is a 35-year-old lawyer living in Duluth, MN. He

Gabby - Graphic Designer

Sugar Addict, Coffee Connoisseur, Fitly

Motivation

Incentive

Back Story

Gabby is a 25-year-old graphic designer living in Duluth, MN. She is single and loves trying out new

John - Accountant

Loves Baseball, Exercise Buff, Fishing Freak

Motivation

Incentive

Back Story

John is a 32-year-old accountant living in Duluth, MN. He is engaged and enjoys exploring new restaurants with his fiancée.

Motivations

John is motivated by his love of food and his need for a break from his everyday life. Looking for new places to enjoy local food Healthy eating

Frustrations

John finds it difficult to find quality restaurants in his area. He also finds it hard to coordinate meals with friends and fiancée.

Ideal Experience

John wants to find a nice restaurant with quality food and a good atmosphere. Not finding jobs that provide freedom of expression and creativity

Personality

Polite, Analytical, Invovent, Positive, Easy, Creative, Extrovert, Active

Brands & Influencers

NIKE, News Tribune

Preferred Channels

Traditional Ads, Website, Social Media

Scenario 1

User Task Profile Targeted	Business to User
Subject Persona	John
Scenario Description	Making reservations for Date Night

Scenario 2

User Task Profile Targeted	Business to User
Subject Persona	Gabby
Scenario Description	Order Lunch online for pick up

Scenario 3

User Task Profile Targeted	Business to User
Subject Persona	Dan
Scenario Description	Brunch for a Family Reunion

Background

Dan is a busy with his new law practice but wants to try and find a place that he can have a small family reunion brunch with a private room. Dan has approximately 20 people in his family that he would like to have attend and his parents are in need of handicap access. He is also concerned about certain dietary restrictions that some family members have.

Objective

Dan wants to compare the banquet room at Sara's Cafe with those offered at other restaurants in the area. Dan also wants to review the menu and see if there are any issues with handicap access. He needs to know if the location is ideal and would be suitable for his upcoming family reunion.

Narrative

Dan visits the website from his phone while waiting at the doctors office. Dan is immediately concerned because the site is cluttered and hard to read with overlapping images and CTA buttons. He looks for information about the availability of a banquet room or the ability to book a party and can not find any information from his phone. He decides to look for photos of the inside of the cafe to see if they show a separate dining area or banquet room but can not find any additional images. Dan clicks the 'about us' button but it is non responsive from the phone display. Dan can not find any information about booking special events or whether the facility is handicap accessible to the banquet rooms. Dan wants to see the menu but decides to move to a different location when he sees that he has to open separate files for the menus. Dan is very disappointed in the information and

THANK YOU

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