



# Richard Martin

DTP Operator, Layout & Finished Artist

Contact:

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## Skills:

### Software:

InDesign  
Illustrator  
Photoshop  
Acrobat  
Microsoft Office  
SketchUp

### Other:

Problem solving  
Time management  
Processes  
Highly organised  
Eye for detail  
Good communicator  
Work well autonomously  
and within teams

## Education:

### 2003

Hirt & Carter, Durban  
Desktop Publishing  
Certificate  
(Completed with 86%  
overall mark)

### 1999 – 2001

Varsity College /  
University of South  
Africa, Durban  
Bachelor of Arts  
in Psychology and  
Communications  
(Incomplete)

### 1994 – 1998

Westville Boys'  
High School

## Languages:

English.

References available  
on request.

## About:

The bulk of my experience has been working for in-house agencies at major retail brands doing layout of adverts, product catalogues and packaging. I've spent the last few years working predominantly in foods packaging for one of the biggest retail brands in South Africa, but my experience also includes all aspects of below-the-line advertising and branding. From exhibition stands to business cards I have produced finished art for it all! I strive to innovate and streamline processes within my skill set and am a quick learner. I go above and beyond to add value to any team I lead or am a member of.

## Work Experience:

**2021 | Freelance DTP Operator & Finishing Artist, Cape Town -**  
Contracted to Woolworths Pty Ltd

- Contracted to do layout and finished artwork on foods packaging.
- Responsibilities included layout of packaging conforming to legislation, retouching of images used on packaging, adhering to corporate identity specifications, dieline development and amendments and checking of proofs and contract proofs.

**2014 – 2020 | Woolworths Pty Ltd - Finishing Artist**

- Layout and finished artwork on foods packaging.
- Responsibilities included layout of packaging conforming to legislation, retouching of images used on packaging, adhering to corporate identity specifications, dieline development and amendments and checking of proofs and contract proofs.

**2012 – 2014 | Freelance DTP Operator & Finishing Artist, Cape Town -**  
Contracted to Woolworths Pty Ltd

- Contracted to do layout and finished artwork on foods packaging.
- Responsibilities included layout of packaging conforming to legislation, retouching of images used on packaging, adhering to corporate identity specifications, dieline development and amendments and checking of proofs and contract proofs.

**2008 – 2012 | Redwood Design, Cape Town - Production Manager / DTP Operator**

- Layout and finished art for various corporate identity elements.
- Layout and finished art for various brochures and corporate documentation.
- Layout, specification and finished art for various exhibition stands and event branding.
- Product photography and retouching for online and print media.
- Brands worked on included: Green Building Council of South Africa, Rogz, Pragma, Absa Cape Epic.

**2004 – 2008 | Franz du Plessis Advertising & Design, Johannesburg - DTP Operator**

- Layout of product catalogues for various retail brands (Jumbo Cash & Carry, Reliable Music Warehouse, Kayo Cash & Carry).
- Layout and finished art for various pitch documents, instore signage, promotional material and corporate identities).
- Product photography and retouching for various product catalogues, print adverts and websites.

**2003 – 2004 | Mass Discounters, Durban - Junior DTP Operator**

- Layout of newspaper and broadsheet adverts for Game and Dion stores.