

TAMAR ORELL PETLER

Graphic Designer and Photographer



Talented and accomplished digital multimedia designer, with an extensive portfolio of print, web and social media production work for a range of customers – educational institutions, international technology companies, law firms, government bodies and not-for-profit organizations.

EDUCATION AND TRAINING

Computer and Software Skills:

Adobe Photoshop	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Adobe InDesign	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Adobe Illustrator	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
Adobe Premiere	■ ■ ■ ■ ■ ■ ■ ■
Final Cut Pro	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
WordPress	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
MS Office PC, MAC	■ ■ ■ ■ ■ ■ ■ ■ ■ ■

The VZO Graphic Design program –
Hadassah School of Design, Haifa, Israel

Photography – Camera Obscura School
of Photography, Haifa, Israel

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For my online portfolio, visit:

www.designtop.com

PINE MANOR COLLEGE, Chestnut Hill, MA

2011-Present – Graphic Designer and Staff Photographer

Responsible for the graphic design of all Media and Publications print projects for Admissions, Student Affairs, Development and Alumni Relations. Provide photography coverage for college events and publications.

Graphic executions for social media, online marketing campaigns, video editing, addressing multiple college needs, including recruiting projects for the Admissions office and fundraising materials for the Advancement office.

Acknowledged by superiors and staff members for creative ways to deliver projects on time while managing multiple priorities effectively and maintaining a productive working environment.

Website: Created and curated web content for the PMC official website (www.pmc.edu). Maintained the website and managed the content (updates, announcements, and events). Created new page designs for a full-site migration.

Alumni Bulletins: Designed a full-color annual magazine, 24-32 pages, and provided most photography work, including cover image photography and design.

Admissions and Development marketing: Created print-collateral and digital media content to meet the college's needs for the admissions and development departments.

Social Media channels: Managed and maintained the official college Facebook page, creating and posting weekly posts and contributing to other social media channels.

Video production: Created video content for Admissions marketing, including pre-production, video shooting, post-production, and video editing.

DESIGNTOP, INC., Brookline, MA

2001-Present – Owner, Graphic Designer and Photographer

Established DesignTop, a graphic design and photography studio, in 2001. Among my clients are technology, biotech and medical organizations.

Some key projects and customers served:

DMH (Massachusetts Department of Mental Health):

Resource Guide: Graphically designed the 600 page official MA youth mental health practitioner resource guide. Designed and produced each bi-annual new edition since 2010.

Handbooks: Design and created friendly and colorful handbooks for several programs for teens patients.

Conference Collateral: Brochures and posters for yearly conferences.

Foreign Exchange Translations (scientific and medical translations company):

Designed the website and print brochures

TruphaTek International (Manufacturer of medical devices):

Designed medical device brochures, device packaging and posters for trade show booth designs.

HALE AND DORR, LLP, Boston, MA (Now WilmerHale Boston)

1998-2001 – E-Media Designer

Website: Designed and created the award winning Hale and Dorr web site. Also, created web sites for affiliated companies, such as HalDor (Estate planning) and Intranet site templates (HDnet).