



TAMAR ORELL PETLER

Talented and accomplished Graphic designer, with an extensive portfolio of print, web and social media projects. Working for wide range of customers – educational institutions, Startup companies, law firms, government bodies and not-for-profit organizations. For my online portfolio, visit:

www.designtop.com

COMPUTER AND SOFTWARE SKILLS:

Adobe Creative Cloud	■■■■■■■■
Adobe Photoshop	■■■■■■■■
Adobe InDesign	■■■■■■■■
Adobe Illustrator	■■■■■■■■
Adobe Acrobat	■■■■■■■■
Adobe Premiere	■■■■■■■
Final Cut Pro	■■■■■■■
WordPress	■■■■■■■■
Microsoft PowerPoint	■■■■■■■■
Microsoft Word	■■■■■■■■
Microsoft Excel	■■■■■■■

EDUCATION:

WIZO Haifa
Academy of Design and Education,
Haifa, Israel

Camera Obscura
School of Photography,
Haifa, Israel

CONTACT:



Email: top@designtop.com
Phone: 617-216-6712
[Linkedin.com/in/tamarpetler](https://www.linkedin.com/in/tamarpetler)
Website: www.designtop.com

PINE MANOR COLLEGE, Chestnut Hill, MA

Graphic Designer and Staff Photographer | 2011– 2022

Responsible for the graphic design of all print projects. Provide photography coverage for college events and publications. Graphic for social media, and online marketing campaigns. Video photographing and editing, addressing multiple college needs, including recruiting projects for the Admissions office and fundraising materials for the Advancement office.

Key Projects:

Admissions and Development marketing: Created print-collateral and digital media content to meet the college’s needs.

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

Website: Created new page designs for a full-site migration, and design web content for the PMC official website.

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

Owner, Graphic Designer and Photographer | 2001– Present

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

Key projects:

DMH (Massachusetts Department of Mental Health):

Resource Guide: Graphically designed the 600 page official youth mental health practitioner resource guide.

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

Conference Collateral: Brochures and posters for yearly conferences.

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

E-Media Designer | 1998 – 2001

Key projects:

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).