



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 – International Technology companies, law firms, educational institutions, government bodies and Not-for-profit organizations.

EDUCATION AND TRAINING

Computer and Software Skills:

Table listing software skills with progress bars: Adobe Photoshop, Adobe InDesign, Adobe Lightroom, Adobe Illustrator, Adobe Acrobat, Adobe Premiere, Final Cut Pro, iMovie, WordPress, SiteBuilder, Divi, MS Office PC, MAC.

Graduate of 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

2011-Present - Graphic Designer and Staff Photographer

From graphically designing all of the media and publications print projects, to school life and school event photography for social media, to creating recruiting videos for the admissions department... all are part of my daily responsibilities at Pine Manor College.

Website: I created and curated web content for the PMC official website. I maintained the web site and managed the content (updates, announcements and events) and created new page designs. at: www.pmc.edu

Alumni Bulletins: I designed a full color magazine, 24-32 pages, annually – and provided most of the photography work including cover photography.

Admissions and Development marketing: I created print collateral and digital media content to meet the college’s needs for the admissions and development departments.

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

Video production: I created video content for admissions marketing, including pre-production, production - video photography, and post-production - video editing.

DESIGNTOP, INC.

2001-PRESENT - OWNER / GRAPHIC DESIGNER

I established DesignTop, a boutique graphic design and consulting business, in 2001. Among my clients are technology, biotech and medical organizations.

Some key projects and customers served :

DMH (Massachusetts department of Mental Health) – I art-directed and designed the “DMH Mental Health Resource Guide” kit that is distributed to all state mental health practitioners.

Foreign Exchange Translations – I created and designed print brochures for this scientific and medical translations company.

TruphaTek International – I created medical device brochures, designed medical device packaging, and provided trade show booth designs.

HALE AND DORR, LLP, MASSACHUSETTS (1998-2001)

E-MEDIA DESIGNER

Hale and Dorr LLP (now WilmerHale Boston) is one of the biggest law firms in the United States. As the web art director for the Viscomm department, I designed and created the award winning Hale and Dorr web site, and also created web sites for affiliated companies, such as HalDor (Estate planning firm) and Hale and Dorr Intranet site templates (HDnet) .