



MARK STEVENSON_

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OBJECTIVE_

Secure a creative career position and produce outstanding creative in print and web design by applying my skills and experience resulting in the best product possibility.

SUMMARY_

Award-winning Senior Graphic Designer/Art Director experienced with web application/interactive design experience, brand identity, packaging, environmental design and advertising. Special emphasis on conceptual design, branding, communication goals, and high attention to detail. Comfortable with information architecture, project management and business development.

QUALIFICATIONS_

- 16+ years professional design, advertising and web application design experience producing creative for a vast array of industries
- Familiar with the importance of creating an engaging, intuitive and stimulating user experience through brand development/design and its effect on marketing objectives and conversions.
- Professional, personable and highly motivated
- Superior communication and presentation skills, both verbal and written
- Strong leadership and planning skills
- Project management and problem solving skills
- Ability to excel in fast paced team environments
- Conscious of industry trends

SKILLS_

- Highly knowledgeable with Macintosh and/or PC platforms/OS
- Adobe Creative Suite (current version - CS5), Apple Final Cut Pro and Microsoft Office
- Understanding of CSS, HTML, XHTML and knowledge of Actionscript 3.0
- Solid photography emphasis

AWARDS & MEMBERSHIPS_

- *Graphic Design USA* Publication Awards:
 - 2004 Design Annual, Award of Excellence ("*Diversity in the Workplace*" - *Informational Brochure*)
 - 2005 Corporate In-House Design Annual, Award of Excellence (*Logo Identity*)
- Member of the AAF (*American Advertising Federation - Utah Chapter*)
May 2006 - Present

INTERNSHIPS_

Design of Today (D.O.T.) (Graphic Design Studio) March - August 2001
Salt Lake City, UT

Axiom Designed Communications (Graphic Design Studio) February - July 1994
Salt Lake City, UT

MS Visual Communications - Freelance Graphic Designer
March 2002 - Present

EXPERIENCE

March 1997 - Present

Senior Graphic Designer/Art Director - C. R. Bard, Inc. (Bard Access Systems Division)

Media Services Department

Salt Lake City, UT

Primary functions include playing a major role in defining and developing advertising, branding and user experiences that communicates a respected image and brand across Bard's multiple product brands and the company.

- Conceptualize, design, and produce high impact artwork for print and web campaigns by conveying design ideas via storyboards, and prototyping tools with considerations for packaging, interactive media, product sales literature, international packaging and labeling.
- Develop time lines, meeting milestones and final deliverable deadlines, while staying within budget and measuring results.
- Art direct internal product photo shoots
- Review completed projects for consistent and correct "look and feel"
- Manage and art direct print and web designer staff, as well as graphic design temporary personnel
- Maintain production schedules and budgets

— April 1996 - March 1997

Senior Graphic Designer - Smart Design, Inc.

Graphic Design Studio

Salt Lake City, UT

- Designed creative artwork for banners (indoor, outdoor and point of purchase) shopping mall displays for department stores and special events.
- Designed business cards, mailers, brochures and logo identity systems.
- Interacted directly with printing and paper vendors, ordered and maintained art department supplies.

— October 1994 - April 1996

Senior Graphic Designer - Hiller Industries Publishing

Salt Lake City, UT

- Designed and produced ads and promotional collateral
- Juggled short-turnaround jobs with longer, more complex projects
- Attended press checks and coordinated projects with outside vendors

— June 1989 - October 1994

Graphic Designer - Albertson's, Inc. (Utah Division Office)

Salt Lake City, UT

- Created and presented weekly and monthly advertisements, in-store flyers and labeling to board and sales members in a corporate retail environment.
- Effectively managed multiple projects in an organized manner.
- Communicated directly with print vendors.

EDUCATION

Bachelor of Arts Degree - *Communications /Advertising*

Westminster College - Salt Lake City, UT - December 2004

Associate of Arts Degree - *Graphic/Web Design*

Salt Lake Community College - Salt Lake City, UT - June 1996

ADDITIONAL INTERESTS

Photography, art gallery strolls, exercising, skiing, mountain biking, reading and traveling

