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|  | |  | MArc Mitchell Creative Director & Sr. Level Graphic Designer ExperienceMarc Mitchell Designs • Owner/Creative Director APR 2023 – Current  * Conceptualized and designed compelling visual assets including logos, branding materials, and marketing collateral for various clients across diverse industries. * Managed multiple projects simultaneously, prioritizing tasks and meeting deadlines in a fast-paced, dynamic freelance environment. * Created design styles to match client preferences and brand guidelines while offering creative suggestions to enhance visual appeal and effectiveness. * Stayed up-to-date on industry trends and best practices in graphic design, including use of AI design tools, continuously refining skills and techniques to deliver innovative and relevant solutions.  iMovR-Standing Desks • Creative DirectorMar 2020 – Apr 2023  * Spearheaded the strategic refresh of the iMovR brand and extended the visual identity to align with key strategic goals through product storytelling, illustration, animation, photography, and video. * Led the creative development process for high-impact brand campaigns from initial idea to final execution, resulting in significant business growth. * Identified and incorporated emerging culture/design trends and digital innovations into brand development. * Created all visuals for a new app to support iMovR standing desks. Collaborated with app developers to build, test, and launch the app across multiple App Stores.   NASA/KSCVC - Delaware North • Sr. Graphic DesignerOct 2015 - Mar 2019  * Created compelling visual stories, translating narratives into physical product designs to develop dynamic marketing materials across diverse platforms, including presentations, digital signage, ads, and infographics for the Kennedy Space Center Visitor Complex. * Cross-functional collaboration with internal and external stakeholders, ranging from C-Suite Executives to engineering teams. * Collaborated with external agencies to create the creative to produce engaging content for audiences. * Delivered compelling presentations that effectively communicated design concepts. * Maintained exceptional attention to detail and adherence to brand guidelines. * Applied unique expertise of design and marketing best practices across channels (broadcast and online video, digital, social, etc.).  |  | | --- | | SPECIALTIES  Creative Direction, Graphic Design, Branding, Print, Marketing/Advertising, Motion Graphics, UI/UX, Packaging,  App Design, AI Design,  AI Prompting  PROGRAMS  Figma, Adobe Creative Cloud, Illustrator, Photoshop, After Effects, XD, InDesign  SKILLS AND ATTRIBUTES  **Leadership:** Led and inspired teams in creative strategy, brand storytelling, and content creation.  **Brand Consistency:** Ensured brand consistency across global consumer touchpoints.  **Trend Analysis:** Conducted research on design, consumer lifestyle, and trends across various industries.  **Budget Management:** Managed annual creative budgets effectively. |   Brandco •Sr. Graphic Designer **Jan 2013 - May 2015**   * Creative project management across multiple streams, demonstrating a strong understanding of brand and creative strategy alignment. * Created compelling design content for customers and clients. * Worked with production teams to ensure successful execution of planned content. * Strong understanding of brand and creative strategy alignment with marketing cycles, incorporating strategic thinking into the creative approach. * Developed and nurtured relationships with stakeholders and external agencies, contractors, and vendors. * Embraced a collaborative mindset, working with other designers to develop color palettes based on color strategy. |
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| Objective  Seeking an opportunity to leverage 15+ years of design and creative leadership experience to drive innovation and storytelling excellence as your brands Creative Director   EDUCATION  **Full Sail University -** B.A. in Digital Art & Design    About Me **Creative Director and Senior Graphic Designer with a passion for infusing life, style, and innovation into brands. Adept at leading creative teams and implementing strategic brand visions.** | |  |

