



# MARIUS SERBAN

916.833.6127 | marius@mariusserban.com | mariusserban.com

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## I'm a designer/marketer with 18 years experience

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### TECHNICAL SKILLS

- Sketch
- Webflow
- Invision
- Adobe Photoshop
- Adobe Lightroom
- Adobe InDesign
- Adobe Illustrator
- Adobe After Effects
- Adobe Audition
- Final Cut Pro
- HTML + CSS

### PRACTICAL SKILLS

- Typography
- Layout & Composition
- Photography
- Sound editing
- Bilingual: Romanian & English

### STRONG POINTS

- Ability to meet deadlines
- Extremely detail oriented
- Strong ethics
- Hardworker

### EDUCATION

- BS in Web Design & Interactive Media (GPA 4.0)  
*The Art Institute of California, Sacramento*  
*Graduated in September 2014 with Summa Cum Laude.*
- Numerous design workshops in Czech Republic, Slovakia, Romania, Croatia, Thailand, USA.

### EMPLOYMENT (LAST 5 JOBS)

#### Roche, Pleasanton, CA

*(contract position June. 2017 - Present)*

**Role:** Visual Designer

**Software used:** Sketch, Photoshop, InDesign, Illustrator

**Work Summary:**

- I've designed brochures, banners, infographics and other print and web assets

#### Tile, San Mateo, CA

*(contract position Oct. 2017 - Dec. 2017)*

**Role:** UX / Web Designer

**Software used:** Sketch, Zeplin, Invision, Illustrator

**Work Summary:**

- I've designed a series of e-commerce projects to increase website monetization
- I've mapped out and designed a few sequences for better user experience and customer conversions

- I've created and delivered presentations on a few new checkout approach options

### **The John Maxwell Company, Duluth, GA**

(2016 - 2017)

**Role:** Director of Marketing and Creative, Consumer Division

**Software used:** Sketch, Photoshop, InDesign, Illustrator, InfusionSoft, Hubspot, Final Cut, Zapier, Mailchimp

#### **Work Summary:**

- I've created in InfusionSoft and then designed a few monetary successful marketing campaigns for new online courses on leadership
- I've created landing pages that had conversions of 50%
- I've designed online courses dashboards that kept people engaged throughout the entire course
- I've created in Infusionsoft and designed email sequences

### **EQUIP Leadership, Duluth, GA**

(2014 - 2016) *John Maxwell's non-profit*

**Role:** Director of Creative Services

**Software used:** Sketch, Photoshop, InDesign, Illustrator, InfusionSoft, Final Cut, Hubspot, Zapier, Mailchimp

#### **Work Summary:**

- I've created websites and landing pages that draw people into donating
- I've created and edited videos
- I've designed brochures, annual reports, PowerPoint and Keynote presentations
- I've designed banners, posters, flyers for National conferences

### **North American Baptists, Roseville, CA**

(2011 - 2014)

**Role:** Webmaster, Designer

**Software used:** Photoshop, InDesign, Illustrator, Final Cut, Mailchimp

#### **Work Summary:**

- I've created and designed email blasts
- I've created and edited videos
- I've created all the print collaterals (flyers, brochures, posters, inserts etc)
- I've updated and maintain the website