

# MARC LAWRENCE

Designer: Visual and Graphic Design

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## Experience

**FREELANCE Designer**, Nov. 2017 - Present

- Identity design, signage, marketing materials, web design.

**MOONRAKER CREATIVE Partner**, Oct. 2016 - Nov. 2017

- Co-founded design firm Moonraker Creative LLC.
- Responsibilities included creative direction, design, project management and operations.
- Designed for both digital and print including reports, websites, UX/UI design, interactive digital ads, infographics, logos, and icons.
- Managed client relations and facilitated client meetings.

**MIXPO INC. Senior Designer**, May 2010 - Oct. 2016

### Marketing:

- Worked directly with the Marketing Director and VP of Marketing.
- Responsibilities included creative direction, design and production of B2B marketing collateral.
- Produced deliverables including reports, sell sheets, landing pages, Powerpoint presentations, infographics, interactive digital ads, emails, and promotional items.
- Worked with national brands: CBS, NBC, Discovery Channel, Ford, Comcast, Toyota, and Invisalign.
- Managed multiple complex design efforts simultaneously.
- Mentored junior designers.

### Corporate branding:

- Helped establish and design corporate identity and brand guidelines and applied them consistently across brand touchpoints.
- Provided creative direction and visual design for the corporate website and contributed to updating the corporate logo.
- Conducted audit of existing corporate collateral and updated materials as needed to ensure coherent branding.

### Product Design:

- Worked with product team leaders and was responsible for UX design, wireframes, UI design, and prototyping of Mixpo ad products.
- Designed user experiences within the Mixpo ad platform tool making it more intuitive for users to build and track ad performance.

## PORTFOLIO

marclawrencedesign.com

## EDUCATION

Seattle Central Creative Academy  
AAS, Graphic Design

Alfred University  
Bachelor of Fine Arts

## MY TOOLSET

Illustrator  
Photoshop  
Indesign  
Adobe XD  
Sketch  
InVision  
Webflow  
Squarespace  
Powerpoint  
HTML  
CSS

## I'M ALSO INTERESTED IN...

Motorcycles  
Photography  
Fitness  
Architecture  
Travel  
Coffee!

*I bring a creative mind,  
strategic thinking, and an  
even-keel to every project!*

**Please contact for references.**