

# MARC LAWRENCE

## Senior Designer: Visual and Graphic Design

SEATTLE, WA

**Passionate, engaging, Senior Designer highly regarded for translating client concepts into inspiring and unique brand experiences.** Accomplished generalist with a broad skill set and extensive experience in creating marketing materials, branding style guides, advertising, and visual, web, and product design. Leverages outstanding communication skills to effectively share designs and ideas, while fostering meaningful relationships with colleagues, clients, and key stakeholders. Motivated self-starter with a keen eye for detail and the proven ability to manage multiple complex projects simultaneously. Out-of-the-box, analytic thinker who collaborates with multi-disciplinary teams to deliver projects that align with brand standards and surpass expectations. Thrives in fast-paced and diverse environments that champion creative excellence and design quality.

### Selected Highlights

- Led the creative direction and design of over 20 projects for Moonraker Creative, while also managing all operational, strategic, financial, and staffing functions.
- Oversaw all marketing, branding, and product design for Mixpo Inc, creating compelling visual styles that enabled brands to deploy digital marketing campaigns that boosted traffic and sales within targeted markets.
- Collaborated with Marketing Director and VP of marketing to establish the corporation's identity, develop branding and style guidelines that align them consistently across brand touchpoints, and produce such B2B marketing deliverables as reports, sell sheets, landing pages, Powerpoint presentations, infographics, interactive digital ads, emails, and promotional items.
- Recruited, hired, managed, and mentored five junior designers, actively training them in industry best practices while encouraging their creativity and growth.
- Implemented user experiences within the Mixpo ad platform tool that enabled users to intuitively build and track ad performance, enhancing productivity and efficiency.

### Core Competencies

- Project Management
- Client Relations
- Collaboration
- Web Site Design
- UI/UX Design
- Promotional Material Design
- Team Mentorship
- Branding
- Marketing Collateral
- Print/Digital Design
- Logo Creation
- Advertising

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### PORTFOLIO

marclawrencedesign.com

### LINKEDIN PROFILE

linkedin.com/in/mlawrenceseattle

### EDUCATION

#### Seattle Central Creative Academy

Seattle, WA 2010

Associate of Arts - Graphic Design

GPA: 3.97

Dean's List; President's List

#### Alfred University

Alfred, NY

Bachelor of Fine Arts - Fine and Studio

### 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!*

Detailed references available on request

## Professional Experience

**MARC LAWRENCE DESIGN** Seattle, WA, 2017-Current

### Freelance Designer

- Create and develop dynamic signage, digital advertising, branding, marketing materials, and web design for clients across a diverse range of industries, including National Sign Corporation, Netsertive Inc, Noble Neon, and Charter Real Estate.
- Build and manage lasting relationships with clients, maintaining open lines of communication while establishing the project vision and negotiating contracts.
- Ensure that projects are delivered on time, within budget, and exceeding client expectations.
- Cultivate engaging marketing collateral that drives brand awareness and brings in new revenues.

**MOONRAKER CREATIVE** Seattle, WA, 2016-2017

### Creative Director & Partner

- Led the creative direction and design of over 20 projects, while also managing all operational, strategic, financial, and staffing functions.
- Designed a wide variety of digital and print media including reports, websites, UI/UX design, interactive digital ads, infographics, logos, and icons.
- Facilitated client meetings to pitch concepts and reiterate project goals.
- Identified opportunities to streamline workflow, implement brand standardization and share best practices across creative, marketing and analytical operations.
- Conceived and built a new website, utilizing skills in HTML, CSS and Adobe Creative Suite to generate and edit content.

**MIXPO INC.** Seattle, WA, 2010-2016

### Senior Designer

- Oversaw all marketing, branding, and product design, creating compelling visual styles that enabled brands to deploy digital marketing campaigns that boosted traffic and sales within targeted markets.
- Collaborated with Marketing Director and VP of marketing to establish the corporation's identity, develop branding and style guidelines that align them consistently across brand touchpoints, and produce such B2B marketing deliverables as reports, sell sheets, landing pages, Powerpoint presentations, infographics, interactive digital ads, emails, and promotional items.
- Partnered with numerous high-profile national brands, including CBS, NBC, Discovery Channel, Ford, Comcast, Toyota, and Invisalign.
- Recruited, hired, and mentored five junior designers, actively training them in industry best practices while encouraging their creativity and growth.
- Delivered creative direction and visual design to the creation of the corporate website, in addition to updating the corporate logo to meet new standards.
- Audited existing corporate collateral and revamped materials to achieve cohesion with new branding guides.
- Executed UX/UI design, wireframes, and prototyping for Mixpo ad products, working with product team leaders to gather valuable feedback and ensure deliverables are met.
- Implemented user experiences within the Mixpo ad platform tool that enabled users to intuitively build and track ad performance, enhancing productivity and efficiency.