

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 signage design, creating marketing materials, branding style guides, and advertising. 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

- 20+ years of experience working closely with sales representatives and clients to develop and design creative and effective sign packages for clients, including conceptual renderings, material specification call-outs, and architectural plans
- 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.

Core Competencies

- Sign Design
- Collaboration
- Web Site Design
- Team Mentorship
- Branding
- Marketing Collateral
- Print/Digital Design
- Logo Creation
- Advertising

marc@marclawrencedesign.com
206.227.6272

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
CADtools
Sketch
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

WESTERN NEON Seattle, WA, 2020-Current

Senior Designer

- Work closely with sales representatives to develop and design creative and effective sign packages for clients.
- Produce both conceptual renderings and technical drawings calling out materials, finishes, illumination, and attachment methods of signage and environmental graphics.
- Review client provided architectural plans, pulling out elevations, floor plans, site maps, and section details to incorporate in proposed sign package designs.
- Produce technical drawings used for permit applications, and production/fabrication.

NATIONAL SIGN CORPORATION Seattle, WA, 2018-2020

Senior Designer

- Worked closely with sales representatives to develop and design creative and effective sign packages for clients.
- Produced both conceptual renderings and technical drawings calling out materials, finishes, illumination, and attachment methods of signage and environmental graphics.
- Reviewed client provided architectural plans, pulling out elevations, floor plans, site maps, and section details to incorporate in proposed sign package designs.
- Presented design work to clients, walking them through the design process and considerations made during the process.
- Produced technical drawings used for permit applications, and production/fabrication.

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.