



## Personal Profile

Art director, manager, and graphic designer with over 27 years of experience and a passion for creating exciting visual branding and infusing it across a full range of marketing, design, and web-based media, focusing all the while on a unified vision.

Seeking an opportunity to work collaboratively with a team of other talented professionals where my creative and technical skills can be an asset, while also utilizing my extensive knowledge of cutting-edge design software and technology.

## Skills

### CREATIVE

Art Direction  
Branding  
Collateral Material Design  
Data Analysis  
Digital Image Processing  
Email Marketing  
Image Manipulation & Retouching  
Marketing Communications  
Product Design  
Typography  
UI/UX  
Vector Illustration  
Web Design

### SOFTWARE

Adobe Creative Suite  
QuarkXPress

### HARDWARE

Expert Mac & PC

### CMS & WEB SERVICES

Act-On E-Mail Marketing  
Constant Contact  
iRise Prototyping  
Magento E-Commerce  
Smart Focus  
WordPress

# Mark T. Shireman

Art Director · Graphic Designer

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## Experience

### GOLDEN GOBLIN PRESS

Director of Art & Design > 12/2013 to Present

- » Made visual design, branding, marketing, and promotional decisions
- » Art directed for all publications, fiction compilations, and game supplements
- » Designed layout for select projects and company promotional materials

### LIFE CELEBRATION, INC.

Art Director > 7/2017 to 11/2017

- » Streamlined production workflow to maximize productivity in an extremely grueling and fast-paced environment
- » Nurtured and guided designers to recognize areas of possible improvement

### MERION MATTERS, INC. (AKA ADVANCE HEALTHCARE NETWORK)

Graphic Designer > 7/2005 to 7/2006

Senior Graphic Designer > 7/2006 to 7/2008

Associate Art Director > 7/2008 to 8/2016

- » Art directed, project managed, and produced designs for the company's e-commerce/retail ventures
- » Directed a team of designers to maintain brand integrity across all channels
- » Prototyped and launched designs for e-commerce, mobile apps, and responsive e-mail marketing campaigns, following principles of effective UI/UX design
- » Streamlined workflows and maximized efficiencies, allowing for extremely tight turnarounds
- » Pioneered new processes, including in-house embroidery digitization and dynamic imaging

### MTS GRAPHICS

Freelance Graphic Designer > 2/1993 to Present

- » Provided graphic design assistance for projects as needed, including photo retouching, promotional design, catalogs, websites, corporate identity, and art direction

### CHAMPION BROADBAND

Graphic Design Contractor > 7/2003 to 4/2004

- » Created corporate identity and branding for company's initial launch
- » Developed & designed company's launch website and startup collateral

### WIDEPENWEST

Graphic Designer > 7/2001 to 2/2003

- » Designed and created all promotional print collateral, alternative media (outdoor advertising, transit, etc.), and short-form video

## Education

GLOUCESTER COUNTY COLLEGE

1991-92 • Graphic Design

NEW JERSEY INSTITUTE OF TECHNOLOGY

1989-90 • Applied Chemistry