



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 (HTML, CSS, Javascript)

SOFTWARE

Adobe Creative Suite
QuarkXPress

HARDWARE

Expert Mac & PC

CMS & WEB SERVICES

E-Mail Marketing Platforms:

- Act-On
- Constant Contact
- Smart Focus

Project Management (Trello)

UI/UX Prototyping (iRise)

Magento E-Commerce

WordPress

Mark T. Shireman

Art Director · Graphic Designer

📧 MarkShireman.org

🌐 [linkedin.com/in/mshireman](https://www.linkedin.com/in/mshireman)

✉️ mts@markshireman.org

☎️ 610-945-8011

Experience

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. Clients include:
 - *VirtuaWerks*: Printed Collateral
 - *Hero Chest*: Branding, Identity, Kickstarter Announcement Collateral
 - *PST Productions*: Branding, Identity, Promotional Materials
 - *TerrorWerks*: Branding, Identity, Promotional Materials
 - *Champion Broadband*: Branding, Identity, Launch Website
 - *Patriot Media*: Branding, Printed Collateral

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)

Associate Art Director > 7/2008 to 8/2016

Senior Graphic Designer > 7/2006 to 7/2008

Graphic Designer > 7/2005 to 7/2006

- » Art directed, project managed, and produced digital deliverables for the company's e-commerce/online retail ventures
- » Collaborated with stakeholders to identify project goals and effective strategies, leveraging all aspects of available creative staffing
- » Leveraged digital expertise on projects including: e-commerce websites, content management, rapid prototyping, mobile apps, and responsive e-mail marketing campaigns, all while following principles of effective UI/UX design
- » Directed a team of designers, maintaining brand integrity across all channels
- » Utilized technical expertise to ensure effective communication with back-end developers and coders
- » Streamlined workflows and maximized efficiencies, allowing for extremely tight turnarounds
- » Pioneered new processes, including in-house embroidery digitization and dynamic imaging platform

Education

GLOUCESTER COUNTY COLLEGE

1991-92 · Graphic Design

NEW JERSEY INSTITUTE OF TECHNOLOGY

1989-90 · Applied Chemistry