



## Personal Profile

Art director, manager, and graphic designer with over 29 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

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## Experience

### TRENTON PRINTING

Senior Graphic Designer > 3/2019 to Present

» Provide client-facing graphic design and creative services, as well as internal marketing, branding, social media marketing, and promotional duties.

### MTS GRAPHICS

Freelance Graphic Designer > 2/1993 to Present

» Provide graphic design assistance for projects as needed, including photo retouching, promotional design, catalogs, websites, corporate identity, and art direction. Clients include:

- ▶ *Cognaisent*: Brand Development, Identity, Website Design, Pitch Deck
- ▶ *VirtuaWerks*: Printed Collateral
- ▶ *Hero Chest*: Brand Development, Identity, Kickstarter Collateral
- ▶ *TerrorWerks*: Brand Development, Identity, Promotional Materials

### GOLDEN GOBLIN PRESS

Director of Art & Design > 12/2013 to Present

» Make visual design, branding, marketing, and promotional decisions  
» Art direct for all publications, fiction compilations, and game supplements  
» Design 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 platforms

## Education

**GLOUCESTER COUNTY COLLEGE**  
1991-92 · Graphic Design

**NEW JERSEY INSTITUTE OF TECHNOLOGY**  
1989-90 · Applied Chemistry