

MARK SHIREMAN

ART DIRECTOR & GRAPHIC DESIGNER

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SUMMARY

Experienced graphic designer and art director seeking to work collaboratively with a team of other talented professionals. 31+ years of creative industry experience paired with an extensive array of technical skills, marketing expertise, and exhaustive design software knowledge can all be leveraged to realize unparalleled success for any company.

CREATIVE SKILLS

Adobe Creative Cloud, After Effects, Art Direction, Branding, CSS, Graphic Design, HTML, Illustrator, Indesign, Javascript, Layout, Marketing, Microsoft Office, Photoshop, Project Management, Typography, UI/UX, Web Design, WordPress

SOFTWARE SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, After Effects, Premiere), GSuite, Microsoft Office

PLATFORMS

Expert Mac & PC, E-Mail Marketing (Act-On, Constant Contact, Smart Focus, etc.), Project Management (Trello), UI Prototyping (iRise), Magento E-Commerce, WordPress

EDUCATION

Gloucester County College, Sewell, NJ, 1991–92
Major: Graphic Design

EXPERIENCE

SENIOR GRAPHIC DESIGNER

Trenton Printing ♦ 3/2019–Present

- ♦ Deliver top-notch client-facing graphic design, prepress, and creative services
- ♦ Develop internal marketing, branding, social media, and promotional materials

DIRECTOR OF ART & DESIGN

Golden Goblin Press ♦ 12/2013–Present

- ♦ Make design, branding, marketing, and promotional decisions
- ♦ Art direction for all publications, fiction compilations, and game supplements
- ♦ Develop creative and unique designs for all publications and promotional materials
- ♦ Designed “The 7th Edition Guide to Cthulhu Invictus,” winner of the 2019 ENnie Silver Medal for Best Supplement

FREELANCE GRAPHIC DESIGNER

MTS Graphics ♦ 8/2016–3/2019 ♦ 2/2003–7/2005

- ♦ Provide graphic design assistance for projects as needed, including photo retouching, promotional design, catalogs, websites, corporate identity, and art direction. Clients include:
 - ♦ **Cognaisent:** Logo Design, Brand Development, Website, Pitch Decks
 - ♦ **Hero Chest:** Branding, Identity, Kickstarter Collateral
 - ♦ **PST Productions:** Branding, Identity, Promotional Materials
 - ♦ **TerrorWerks:** Branding, Identity, Promotional Materials

ASSOCIATE ART DIRECTOR

Merion Matters, Inc. ♦ 7/2005–8/2016

- ♦ Art directed, project managed, and produced designs for the company's e-commerce/retail ventures
- ♦ Directed a team of designers to establish and 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
- ♦ Designed emails, online ads, print ads, and event collateral materials that resulted in 40%, 45% and 70% growth year over year in October through December 2014
- ♦ Pioneered new processes, including in-house embroidery digitization and dynamic imaging

GRAPHIC DESIGNER

WideOpenWest ♦ 7/2001–2/2003

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

