

MARC WHITEMORE

Los Angeles, California

323.658.8472 Studio | 310.850.5402 Mobile

PORTFOLIO: www.aworkofmarc.com

24 years extensive art direction and design experience as it relates to website design, print, monthly emailers, one-offs and piece graphics, ad badges, social media graphics, corporate branding design, photography (product, lifestyle, portrait) and videography. I see nearly every aspect of life as an opportunity to enhance with good design. Expert experience with complete Adobe CC Master Collection, Lightroom, DXO, OnOne, Premiere and After Effects software, PowerPoint, Key One, Google Slides (+ suite) Word Press / admin, etc. Self-starter, assertive, flexible, enthusiastic, proactive, organized, responsible, timely, highly motivated with a 'can do' friendly attitude. Enjoy collaborating and mentoring diverse teams. Experience managing teams from 2 to 12 people.

EXPERIENCE:

Oct. 2008
to Present

A WORK OF MARC

Los Angeles, CA

ART / CREATIVE DIRECTOR / DESIGNER / PRODUCER (Design Agency Studio/Consulting)

Responsible for the complete art direction and design operation of the freelance design studio in every phase of the project and throughout the life cycle of the deliverables. Worked facilitating initial client consultation, conceptual and design, photography etc. From annotating wireframes, mapping content requirements and website's real estate sections, information architecture, some minor front end development to production design; all the efficient management of design projects in the areas of web sites and print. Conceptualize and design logos and corporate branding, marketing materials, sales decks, presentation books, proposals, catalogs, always ensuring corporate branding and visual design consistency. Created time forecasts and budgets projections, liaison with outside contractors and vendors, built schedules, managed development teams. Clients include: Disney, Universal Studios, Sony Pictures Television, Display Krafters, ASB.tv AddVal Inc. etc.

Mar. 2013
to July 2015

UMB ADVANSTAR

Santa Monica, CA

DESIGNER / ART DIRECTOR (Contact / Consulting)

Art directed and designed for multiple tradeshow facets, including Comikaze Expo, BioPharm, International Fashion, Motorcycle, and Auto Shows, Dealer Expo, and more. Working with both in house and with overseas development teams to ensure cohesive branding look and feel, as well as remained consistent with wireframes.

Mar. 2008
to Sept. 2008

PATH CONNECT LLC

Los Angeles, CA

SENIOR DESIGNER (Contact / Consulting)

Path Connect was a social networking startup company along the lines of MySpace.com. Responsible for Art Direction (hands-on) redesign of their flagship social networking website as well as Art Direction and design for additional projects for their parent company Visalus.com – everything from developing the functionality and information architecture and then built the wireframes from the approved information architecture specifications for online presence & internal (intranet) UX design.

- Developed additional (and furthered the original) company branding guidelines.
- Worked with marketing dept. to develop online ads.
- General maintenance: ftp, edited CSS, html functionality.
- Created logos and general advertising button / badges. Directed rich media banner development.
- Compiled branding style guides (internet and print).
- Lead a team of 2 to 6 designers in the production of graphic and animation assets all the while working closely with the backend development team.
- Conducted focus groups, facilitated Q & A teams, usability testing.

Jan. 2004
to Nov. 2007

GLOBALTOUCH TELECOM

Los Angeles, CA

SENIOR DESIGNER / PRODUCER

Part of the *globally* focused marketing team and responsible for a wide variety of projects from web site redesign and maintenance to company branding and print items including the design of flyers, business cards, stationery and magazine ads, developed and illustrated logos and technical diagrams, magazine ads, product box design.

- Designed tradeshow display booth and respective skins, sizes: 10' x 20' and 10' x 30'
- Created computer soft phone (virtual).
- Built device diagrams and instruction pamphlets.
- Conducted focus groups regarding backend information architecture / UX design (admin and billing) and built wireframes from that information.
- Created and implemented UX design based on the above wireframes.
- Art Directed / designed SipTalk and Global Touch Telecom websites, including intranet.
- Hand illustrated proprietary icons for industry standard devices.
- Created brochures, and quarterly newsletters, one sheets, flyers, marketing postcards, business cards etc.
- Managed teams from 2 to 5 people depending on the project.

May 2000
to Dec. 2002

UNIVERSAL STUDIOS ONLINE

Universal City, CA

INTERNET ART DIRECTOR / DESIGNER

- Art Director for Universal Studios multiple business units including: Spencer Gifts, Verve Music Group, Universal Classics, Captain Morgan Rum, and Back Lot Studio Operations, etc.
- Duties included: project conception, direction, extensive hands-on design, while coordinating creative resources / process; streamlining current processes; developing and expediting new processes.
- Advocated design to Universal Studios business units (clients), worked with both internal and external software development teams and focus groups to analyze online user experience and content.
- Worked with Producers and Universal Studios business units integrating their requirements with current technology into design strategies; balancing UI (design) aesthetics with marketing dept. requirements to insure design integrity and cohesiveness.
- Established project goals, designed employee incentive plans.
- Interfaced with business associates promoting design concepts, storyboarding, flow charts / information architecture and user experience.
- Managed Teams from 2 to 12 people depending on the project.

Nov. 1999
to Mar. 2000

MAGNET INTERACTIVE

Culver City, CA

SENIOR DESIGNER

- Initially responsible for the Nissan-USA web site.
- Duties included Art Direction and project conception, building / implementing annotated wireframes, coordination of the creative process with Producers and Development Teams, design advocacy, creative resource and personnel coordination, and hands-on design.
- Integrated technology and client's business requirements into design strategies, balancing UI, marketing, aesthetics and creative resource and personnel coordination.
- Established project goals with Producers over saw multiple projects (interfacing mainly Nissan but also Quiksilver and Patagonia) to insure design integrity and quality standards.
- Managed, lead and motivated the creative team from 1 to 6 people depending on the project.

June 1997
to Nov. 1999

DISNEY ONLINE

North Hollywood, CA

ART DIRECTOR

- Art Direction and design. Coordinated web page design and piece graphics for several Disney business units as well as extensive hands-on design based off wireframes, character development, illustration and Flash animation. Provided Art Direction for both in-house and, as liaison, for sub-contracted web site development.
- Responsible for design side delivery of the completed, comprehensive, high-quality web site solutions that provided the various Disney units with strategies that supported (or created) the brand identity and met their mission critical objectives.
- Involved at every stage of the web projects from conducting initial focus groups to analyzing online user experience and content. Wire framing and information architecture development. Represented Disney Online in on-going consultation with both Disney's individual business units and outside developers. Built teams per project including working with Producers and software development teams, all the way to final Q & A testing.
- Worked with Producers and business units integrating their requirements with current technology into UI design while providing and keeping aesthetics / branding up to Disney's par. Worked with marketing dept. to ensure message integrity.
- Interfaced with Disney's B2B clients and related business associates detailing design concepts, some (minimal) storyboarding.
- Established project goals, budgets, employee incentive plans.
- Managed Teams from 1 to 10 people depending on the project.

Any questions or for more details of my skills and background, need for references or more design samples than seen in the portfolio please contact me at 323 658 8472. marc@aworkofmarc.com

Sincerely,
Marc Whittemore

Portfolio: <http://www.aworkofmarc.com>

Linkedin: <http://www.linkedin.com/in/aworkofmarc>