

My Story...

The Details

I'm a passionate design professional that delivers creative solutions to meet business objectives and client brand standards, while ensuring the highest quality and meeting deadlines - Always tight, aren't they? Proficient in all current Mac OSX and CC. I offer solid conceptual and illustration skills in addition to the digital. I'm a flexible, dependable Designer that develops and delivers result driven designs.

The School

Alamance College • Burlington, NC

- Graphic Design major
- Maintained 3.8 GPA/Dean's List

The Journey

6/2010 - Present

Senior Freelance Design And Packaging Specialist

Responsibilities include:

- Working with a wide variety of corporate clients and agencies in all areas of graphic and packaging solutions
- Collaborating with corporate Sales, Marketing and Design personnel in project/CPG development
- Brainstorming and concept to completion of print, product and packaging design
- Keeping clients on trend with typography, color and current graphic/packaging design direction
- Branding/identity design as well as rebranding of several retail product lines
- Seasonal candy/food packaging design
- Catalog and marketing collateral design
- Illustration, logo and icon development
- B2B and B2C design
- Providing shelf quality packaging prototypes for retail POG and line reviews
- Consistently meeting client budgets, deadlines and expectations

4/2007 - 6/2010

Art Director/Design Manager

Late For The Sky • Cincinnati, OH

Responsibilities included:

- Successful rebranding of an aging product line of specialty board games to be in line with current trend direction in the market. This included game and puzzle design as well as all coordinating packaging that helped to increase sales and profitability
- Led art direction, design and packaging initiatives for the launch of a new category of child specific games that drove sales
- Responsible for design, branding and packaging of a new category of collegiate licensed puzzles
- Art direction and design of specialty and custom board games - Clients included: Yellow Tail Wines, ConAgra Foods, Goodyear, Macy's, Cedar Point Amusement Parks and many more
- Design of all related trade show graphics and support materials
- Initiating and implementing design and functionality of company email blasts and social outlets
- Development of streamlined processes in the department that helped to track productivity and ensure accountability

2/1999 - 2/2007

Senior Designer

Galerie • Hebron, KY

Responsibilities included:

- Design Line Manager for Wal-Mart account - Seasonal gift, toy and candy categories. Responsible for managing 100+ items per season for POG and review presentations with corporate buyers. Through teaming with Sales, Marketing and Product Development, marketing plans and trend forward product lines were produced that met cost goals - Which helped ensure a smooth, timely flow to meet tight deadlines
- Managing and directing fellow designers through brainstorming and product development processes to meet client branding and design expectations
- The brainstorming, trend research and design of additional product lines for mass and specialty accounts that included Target, Macy's, Starbucks, Walgreen's, CVS, Cracker Barrel Restaurants, grocery categories, club stores and more
- Concept to completion of product design as well as all related graphic and packaging design in the gift and toy categories
- Experienced in licensed design: Mars-Masterfoods (M&M's, Snickers, Starburst and Skittles), Disney (Star Wars), Dreamworks (Shrek), Mattel (Barbie), United Media (Peanuts) and more
- Travel attending various trade shows, POG and review meetings with buyers from various accounts
- International travel to oversee production of product to ensure quality and brand/client standards. Also concentrating on market trend research while meeting with multiple vendors at various offices and factories



Mark Baum

Graphic Design
Retail | CPG
Packaging Design
Branding
Art Direction
Illustration

