

MARK EDWARDS

Art Director + Designer

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Experienced creative leader with 12+ years in design and advertising. Proven track record managing high-impact projects for luxury automotive, gaming, CPG, education, and non-profit sectors. Skilled in project management, brand identity shaping, trend forecasting, and maintaining brand consistency. Eager to contribute to a dynamic team dedicated to exceptional design experiences.

WORK HISTORY

MARK EDWARDS DESIGN - Creative Storyteller, Designer & Strategist

Long Beach, CA | 06/2019 - PRESENT

- Conceptualized and executed strategies for **small businesses & start-ups**, ensuring alignment with brand values, visual identity, and ADA-compliant digital platforms, while meeting, or exceeding project objectives.
- Directed brand development, core messaging, and visual identity efforts, delivering compelling presentations, while cultivating the client relationship by providing insights and guidance throughout the process.
- Proactively prioritized client objectives, values, and budgets, consistently meeting project timelines and targets.
- Enhanced audience engagement by incorporating compelling visuals & interactive elements into digital stories.
- Boosted brand recognition with captivating storytelling, tailored to target audiences across various platforms.

APEX PERFORMANCE - Art Director

Lake Forest, CA | 08/2014 - 06/2019

- Collaborated with Creative Director on concepts and designs for premium automotive accounts (**Lexus, Toyota, Audi, BMW, Acura**).
- Managed and optimized workflows for multiple projects and teams (B2B/B2C), ensuring consistent brand identity across channels.
- Forecasted macro/micro trends in design, color, consumer industries, people & society, and media & technology.
- Spearheaded the development of comprehensive "employee-centric" training for 15,000+ US Lexus employees, integrating websites, digital tools & apps, in-person training materials, webinars, and innovative training tours.
- Enhanced overall design quality by mentoring junior designers, career mapping, and providing constructive feedback on their work.
- Boosted client account by 34% YOY through targeted solutions for Lexus US dealerships. Audited & aligned all in-person and digital curriculums with Lexus brand values, revamped all communication channels utilizing human-centered design principles, and customized solutions with execution and sustainment plans.

ALCONE - Art Director

Irvine, CA | 05/2011 - 08/2014

- Partnered with the Creative Director to create compelling concepts and designs for diverse clients, including the **California State Lottery, Safeway/Albertsons, Nestlé, Patrón, and Kraft-Heinz**.
- Facilitated collaboration with account management teams, ensuring a deep understanding of client objectives and expectations.
- Collaborated closely with internal design team, copywriters, illustrators, and freelance vendors on concepts and initial comps.
- Improved brand consistency by developing & implementing comprehensive visual guidelines across all platforms.
- Awarded six times by industry-related associations including the ADDY Awards (2014, 2013), Pro Awards (2013), Reggie Award (2013), and Creativity International Awards (2013, 2012).

VISION DESIGN STUDIO - Graphic Designer

Long Beach, CA | 07/2010 - 05/2011

- Time managed multiple projects concurrently from concept to completion for national campaigns (**The Art Institutes, The Salvation Army**).
- Conceptualized & designed diverse marketing collateral, from brochures to web banners, ensuring high-quality and visually appealing deliverables.
- Worked flexible hours across night, weekend, and holiday shifts.
- Recognized an opportunity to establish design relationships with local campus PR teams for The Art Institutes account, capturing four additional high-profile projects as well as several up sales across projects in under a year.

EDUCATION + AFFILIATIONS

THE ART INSTITUTE OF CALIFORNIA-OC

Santa Ana, CA | GRADUATED: 03/2011 | GPA: 3.94

BACHELOR OF SCIENCE: Graphic Design

AIGA - OC Chapter Member (since 2010)

SKILLS

» Leader & Optimist

» Collaborator & Strategic Thinker

» Superb Attention to Detail

» Adobe Creative Suite

» Creative & Analytical

» Resilient, Flexible & Agile

» Motivated & Self-Aware

» Curious with a Growth Mindset