

SUMMARY OF QUALIFICATIONS

- **Experienced.** Seven years professional design experience. Creative, clean and detail-oriented design style.
- **A leader.** Hires, trains, leads, critiques, and advises hundreds of designers on several varieties of design projects.
- **Client savvy.** Excels in building client relationships through informative and persuasive communication skills.
- **Versatile.** Adept at working in tandem with Product, Engineering, QA, and Marketing departments.
- **Intangibles.** Acts with integrity in all things. Diligent and organized. Welcomes responsibility and always reliable.

DESIGN PROFICIENCY

- Logo, identity, stationery, and branding
- Website design and layout for HTML/CSS
- Print design and advertising design
- Typography, typography, typography
- Some UI and UX design experience

TECHNICAL AND OTHER SKILLS

- Adobe Illustrator, Adobe Photoshop, Adobe InDesign
- Microsoft Word, Excel, and Power Point
- Type 110 wpm; excellent editing and writing skills
- Business management

EDUCATION

Bachelor of Arts, Brigham Young University, Provo, UT. April 2005.

- Major: Visual Arts & Graphic Design
- Minor: Business Management
- Maintained University Scholarship all eight semesters (GPA 3.7 or higher)

WORK EXPERIENCE

Art Director for Marketsplash by HP, Hewlett-Packard Company, American Fork, UT, January 2009 to Present.

- Hired 47 new quality graphic designers and performed interviews and portfolio reviews.
- Calculated a new payment plan that optimized design costs while still keeping design quality high.
- Worked with engineers and product managers to conceive an entirely new user interface for managing thousands of design assets through an entire asset life-cycle. Executed a rare task by designing the user interface myself. Helped engineers and QA team in troubleshooting technology as well as developing strategies for moving forward.
- Wrote a 36-page Training Manual instructing designers on how to navigate the new user-interface, how to accommodate a wide variety of unfamiliar restrictions in design, and how to design at a high level of quality. Received a dozen responses from designers stating it was the best and most thorough training they had ever received on a project. Training proved valuable in reducing costs and delivering assets on schedule.
- Directed designers to create 1,200+ designs for a print layout design project for HP, reviewing all compositions for design competency, then giving feedback for revisions or approving them for final files.
- Manually assigned projects across 47 designers' schedules, taking into account individual performance and talent.
- Proposed and implemented an incentive program to keep designer morale high.
- Received feedback from senior management that our asset design quality surpassed our competitors'.

WORK EXPERIENCE (cont.)

Manager of Worldwide Freelance Designers, Hewlett-Packard Company, American Fork, UT, August 2006 to Present.

- Manage 200+ online freelance designers, including screening applications and portfolios for hiring.
- Train designers about design quality principles, expectations, company systems, and procedures.
- Helped create and implement new quality control tracking systems, as well as disciplinary policies.
- Created spreadsheets to assign quality value rankings to designs and designers for quick analysis.
- Inhouse designer team-lead: helped team of 13 designers set goals which improved designer morale.

Inhouse Senior Graphic Designer, Hewlett-Packard Company, American Fork, UT, February 2005 to Present.

- Design logos, stationery packages, websites, brochures, email templates, kit folders, and other misc. items.
- Designed over 300 logos and 200 websites; 42% win rate in competition with multiple designers per project.
- Identified by project managers as 1 of 3 designers that can be trusted with following directions.

Freelance Designer and Design Studio Owner: Lucas Marc Design, American Fork, UT, August 2004 to Present.

- Design approximately 50 projects per year, lifetime 125 design clients both local and international.
- Interact closely with business clientele, advise on design strategy, and work with budget and schedules.
- **Client testimonials**: www.lucasmarc.com/testimonials.php

Teacher's Assistant, BYU Marriott School of Management, BYU, August 2004 to April 2005.

- Assisted as the sole TA for two 300-level business courses over two semesters.
- Taught 300 students how to write résumés, cover letters, and how to complete their final project.
- Managed the online course website by posting quizzes, grading assignments, and providing feedback.

Design Specialist, Human Resource Department, BYU, August 2004 to April 2005.

- Designed BYU's website for employee evaluation used by over 2,000 managers at BYU.
- Designed fliers for campus distribution to over 4700 faculty and staff. Maintained Flash website.

AWARDS AND ACHIEVEMENTS

- 2009 GDUSA Award winner for web design
- Featured in LogoLounge Master Library
- University Scholarship, Brigham Young University
- Volunteer church service, July 2000–July 2002, Brazil
- Eagle Scout, Boy Scouts of America
- Cumulative 4.0 GPA, American Fork High School
- Fluent in Portuguese
- Accomplished saxophonist