

### SUMMARY OF QUALIFICATIONS

- **Experienced.** 15+ years professional design experience. Does design the right way, down to the details.
- **A leader.** Hired, trained, and lead designers. Taught design on a collegiate level. Runs own professional design studio.
- **Savvy.** Excels in helping clients with strategy-based design for best monetary results. Knows the industry well.
- **Versatile.** Adept at working in a team environment as an employee, or in wearing the many hats of a business owner.
- **Intangibles.** Acts with integrity in all things. Diligent and organized. Welcomes responsibility and always reliable.

### DESIGN PROFICIENCY

- Logo design, identity, and branding
- Website design and layout for HTML/CSS
- Wordpress website execution
- Typography, typography, typography
- Some UI and UX design experience
- Stationery (business cards, letterhead, envelopes)
- Brochures, flyers, folders, postcards, and newsletters
- Advertisements (print ads or web banner ads)
- SEO and web marketing services knowledge
- Social Media design like Facebook & Twitter
- Signage, billboards, and banners
- Powerpoint templates or presentations

### TECHNICAL AND OTHER SKILLS

- Adobe Illustrator, Adobe Photoshop, Adobe InDesign
- Microsoft Word, Excel, and Power Point
- Basic HTML/CSS programming skills
- Type 110 wpm; excellent editing and writing skills
- Business management, sales and project management
- Marketing and advertising strategy
- Business ownership, strategies for growth; networking
- Taught Graphic Design and Communications on a collegiate level

### EDUCATION AND TEACHING

**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)

**Adjunct Professor**, Utah Valley University, Department of Art and Visual Communications, Orem, UT. Spring 2012.

- Taught one semester at UVU on an interim basis while running Lucas Marc Design.
- Course taught: ART 1420 Intro to Graphic Design. Taught the basics of Graphic Design as well as Communications.
- Executed several hours per week for class and lecture preparation, in-class time lecturing, and after-class time grading.
- Received excellent reviews from design students and invited to return. Average class size = 20 students.

### PRESENT WORK PROFILE

**Owner and Designer**, Lucas Marc Design, Professional Design Studio, American Fork, UT, June 2011 to Present.



- Started as a freelance designer in August 2004, then transitioned to full-time business owner and professional graphic and web designer in June 2011.
- Help small to medium-sized businesses look great through professional graphic and web design services.
- Interact closely with business clientele, advise on design strategy, and work with budget and schedules.
- Over doubled the amount of clients and projects during first year in business.
- Design approximately 250 projects per year, with nearly 200 active design clients, local and international.
- **Client testimonials:** [www.lucasmarc.com/testimonials.php](http://www.lucasmarc.com/testimonials.php)  
<http://local.ksl.com/listings/lucas-marc-design/114610>

## PAST WORK EXPERIENCE

**Art Director for Marketsplash by HP**, Hewlett-Packard Company, American Fork, UT, January 2009 to June 2011.

- 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 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 while considering 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'.

**Manager of Worldwide Freelance Designers**, Hewlett-Packard Company, American Fork, UT, August 2006 to June 2011.

- Managed 200+ online freelance designers, including screening applications and portfolios for hiring.
- Trained 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 June 2011.

- Designed 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 inhouse designers that can be trusted with following directions.

**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.

## 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