



1539 A NW 58th St., Seattle, WA 98107
 Tel: 206-235-9132 Email: mark@moledor.com
 www.moledor.com

Web Design ■ Print Design ■ Photography

KEY STRENGTHS

- Developing innovative design concepts that match corporate branding guidelines.
- Translating marketing objectives into creative strategies.
- Communicating design concepts and brand development goals to executive level teams.
- Adhering to tight budgets while meeting deadlines.
- Leading and mentoring creative and marketing teams.

TECHNICAL SKILLS

Photoshop	Acrobat	FrontPage	Flash
Illustrator	Word	PowerPoint	HTML
InDesign	Excel	Dreamweaver	CSS

WORK EXPERIENCE

Ethofy

Creative Director

2007 to Present
 Seattle, Washington

Develop design strategies and branding for Ethofy’s web-based software platform and service collateral. Produce creative output for web, print and flash collateral for multi-channel marketing campaigns—ensuring quality and meeting messaging objectives. Manage contract designers and flash developers providing creative direction and team leadership.

- Assessed creative needs and developed agency-level design for large accounts such as Microsoft, IBM and Toshiba—collaborated closely with client contacts and managed creative process from idea generation, to timeline development and final execution.
- Collaborated with multiple teams to ensure brand alignment with top-tier partner companies; met tight deadlines and strict design guidelines.
- Worked closely with developers to create web interface design—optimizing user experience.
- Initiated a design education program and mentored in-house staff; improved account managers’ ability to effectively communicate graphics standards and creative goals to their clients; reduced program launch times and enhancing customer satisfaction.

Toshiba America, Telecom

Graphic Designer (Freelance)

2005 to present
 Irvine, CA

Provided strategic guidance in the development of dealer and end customer facing print and web-ready materials. Conceptualized and designed data sheets, success stories, brochures, manuals and tradeshow graphics.

- Created branding logo guidelines for dealer usage.
- Utilized existing artwork and branding to facilitate design budgets, per client request.

Expeditors

Graphic Designer

2004 to 2007
Seattle, Washington

Managed all aspects of design for web and printed collateral, including web banners and graphics, quarterly 12-page company magazine, sales flyers, magazine ads, culture posters, PowerPoint presentations, and tradeshow booth graphics. Worked closely with printers and suppliers to ensure quality of the finished products.

- Persuaded management to adhere to branding standards—helped enhance message effectiveness and company visibility.
- Conceptualized, created storyboards and designed Flash presentations and e-cards.

Seattle Academy of Fine Art (Gage Academy)

Art Director/Photographer

2003 to 2004
Seattle, WA

Established and promoted branding efforts, design programs and events. Responsible for digital photographic documentation of events, exhibitions, and student artwork.

- Updated and maintained the Academy's website.

Cisco - Linksys Division

Sr. Graphic Designer/Photographer

2000 to 2003
Irvine, CA

Led the conception, planning, and execution of all marketing and retail collateral and signage—including end-caps and other in-store displays. Following acquisition by Cisco Systems, spearheaded co-branding efforts for all creative work.

- Managed digital photography for products and model shots.
- Collaborated closely with marketing and sales teams at top partner and retail channels including McGraw Hill, Verizon, AT&T, Telus, Home Depot, BestBuy, Wal-Mart, Staples, Office Depot, CompUSA, Fry's, Radio Shack and Amazon.com
- Supervised three Junior Designers. Delegated production assignments and implemented a standardized look for all design work.

Precision Printing

Digital Pre-Press/Graphic Designer/Photographer

1999 to 2000
Columbus, OH

Worked with clients to develop logos, brochures, direct mail, flyers, posters and newsletters.

- Art directed all photographic assignments to produce the best quality printed materials.
- Prepared client files for one-to-six-color printing through ripping, trapping and spot color adjustment.

Painted Rain Interactive

Graphic Designer/Photographer

1998 to 1999
Columbus, OH

Involved in all aspects of production from concept, client contact, and storyboards to duplication and printing.

- Incorporated elements of multimedia to create custom CD-ROM presentations for clients.
- Assisted in the creation of new branding and promotional materials and managed brand alignment with a subsidiary company.

EDUCATION

The Columbus College of Art and Design, 1998
Bachelor of Fine Arts: Media Studies

School of Visual Concepts, 2006 – 2007
Continuing Education