



- **ART DIRECTOR** skilled in the design, development and management of print and online products. Specializing in creating innovative solutions, blending a strong knowledge base in publishing standards, visual communication, electronic production, and printing with excellence in design to produce dynamic creative product.

■ Expertise

- Project conceptualization
- Project management
- Vendor management
- Publication design
- Packaging and logo design
- Image manipulation
- Story development & structure
- Photoshoot art direction
- Digital resource management

■ Technical skills

- Mac and Windows proficient
- Illustrator
- Dreamweaver
- Word
- Photoshop
- Freehand MX
- Flash Pro
- PowerPoint
- InDesign
- Acrobat Pro
- HTML 4
- Excel

Professional experience

■ **Design Director, GREAT SOURCE, a division of Houghton Mifflin Harcourt,** August 2007 to December 2008.

Managed staff of Senior Designers and Senior Archivist as well as external design vendors in the creation of full K-12 Supplemental education programs. Identified as a High Performance Employee.

- Executed redesign of the Houghton Mifflin Harcourt logo. Developed HMH logo usage guidelines, palette, font standards and usage restrictions for logo suites across multiple business units.
- Managed and directed instructional design of lessons (including iconography, illustration style selection and wayfinding methodology), from templating through printing of full programs, including:
 - **iSucceed Math**
 - **Write Traits**
 - **Access: World History**
 - **Write Source**
 - **Readers Handbook**
 - **Afterschool Achievers Math Club**
 - **ScienceSaurus**
 - **Reading Advantage**
 - **Math in Focus-A Singapore Approach**

- Implemented workflow for preparing and presenting product and packaging design for approval, identifying key stakeholders and buy-in stage, and documenting feedback.

Developed and presented training in division-wide Adobe CS3 upgrade, providing instruction in workflow-specific benefits in InDesign, Photoshop and Acrobat Pro.

Examples available at www.greatsource.com. Samples available on request.

■ **Art Director, AQUA LEISURE INDUSTRIES,** June 2007 to August 2007.

Managed staff of Senior Designers and Associate Art Directors in the creation of dynamic youth and consumer-oriented packaging for entire product lines.

Redesigned logos and identity for **Aqua Games** and **First Fitness** and product lines.

Supervised redesign and coordinated launch of consumer website, www.aqua-leisure.com.



Professional experience (continued)

■ **Art Director, CHANNING BETE COMPANY, INC.,** March 1997 to June 2007.

Managed large staff Senior Designers and Illustrators in developing innovative custom publications. Took point in initial design of prototype products and establishing specific design guidelines for product rollout.

- Prototyped, art directed and developed product design standards for booklets, folders and magazines from initial concept through final rollout. Defined graphic identity for 4-color magazine lines, including:
 - **We Wonder** (PreK/Kindergarten)
 - **Who Knew?** (Late Elementary)
 - **On** (High school/College)
 - **Know What?** (Early Elementary)
 - **What's Up?** (Middle school)
 - **Present & Prevent** (Powerpoint product)

- Produced clear and uniquely designed folders, posters and magazines for national customers such as **Affinity Health Plan, United Healthcare, the U.S. Army, U.S. Navy, U.S. Marines and U.S Air Force**

Supervised and coordinated testing, training and rollout of all program upgrades, including Adobe CS and CS2 Suites, Microsoft Office suites, and all Operating systems upgrades that impacted Design and Editorial.

Examples available at www.channing-bete.com. Samples available on request.

■ **Senior Environmental Graphic Designer, DEVELOPMENT DESIGN GROUP (DDG),** January 1996 to March 1997.

- Supervised Environmental Graphics Department (staff of 5) of prestigious Baltimore, MD architectural firm. Designed and developed signage and structural-design elements for architectural presentation packages.

■ **Editor/Art Director, MARVEL COMICS,** June 1986 to January 1996.

- Edited numerous high-profile, creator-owned comic series including **Clive Barker's Hellraiser, Ted McKeever's Metropöl,** and the internationally renowned **Moebius** and **Akira** series. Edited, designed and coordinated launch of **Razorline** imprint, seven monthly titles created by Clive Barker. Directed design for all series logos. More detail at: www.answers.com/topic/razorline

- Produced and art directed the critically acclaimed, award-winning series, **Marvels**, and launched franchise of painted comics, **Tales of the Marvels**. The visual design of **Marvels** was used in the title sequence of the film **Spiderman 2**. More detail at: www.answers.com/topic/marvels

- Revitalized lagging sales through conceptualization, formation and design of **Alterniverse** imprint, encompassing the best-selling specials **The Last Avengers Story, Inner Demons** and monthly series **What If**.

Online profiles

<http://www.linkedin.com/in/ideamechanix>

http://en.wikipedia.org/wiki/Marcus_McLaurin

Education

- **Adobe Certified Expert (ACE) in Photoshop,** 2004.

- **School of Visual Arts,** 1989.

- **Pratt Institute,** 1986. **BFA Communications Design/Illustration.** Minors, English and Art Ed.

■ **Also attended:**

- **Photoshop World Training Conference** (2005, 2007)
- **Rochester Institute of Technology** (1997)
- **Seybold Print Conferences** (2000, 2001, 2003)
- **Robert McKee Story Structure Seminar** (1995)
- **AMA Management Seminars** (1997, 1998)

Samples and references available on request.
