
■ **ART DIRECTOR** skilled in the strategic design and development of print and online products, with diversified experience in print and web design, illustration, project management, and on-site photo shoot direction. Specializing in creating blending strong content organization and branding with dynamic visual communication to produce quality, and cost-effective, and highly creative product.

■ **Expertise encompasses:**

- Project conceptualization
- Digital color correction
- Vendor management
- Publication design
- Packaging and logo design
- Complex image manipulation
- Strong illustration skills
- Photoshoot art direction
- Digital resource management

■ **Technical skills include:**

- Mac and Windows proficient
- Illustrator
- Dreamweaver
- Word
- Photoshop
- InDesign
- Flash
- PowerPoint

Professional experience

■ **Creative Director, Lead Designer, Idea MechaniX** **1/2009—Present**
Conway, MA

Directing a freelance Design and branding firm. Services include conceptualization of program and product design and structure for print and web, professional teaching and training services.

Online portfolio at www.ideamechanix.com/gallery_main.htm. Samples available on request.

■ **Design Director, GREAT SOURCE, Houghton Mifflin Harcourt** **8/2007—1/2009**
Wilmington, MA

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

- Developed and presented training in division-wide Adobe CS3 upgrade, providing instruction in workflow-specific benefits to InDesign, Photoshop and Acrobat Pro.
- Led design department's conceptualization of product structure, visual experience and functionality.
- Created engaging, intuitive experiences, supportive of content, championing product's visual and pedagogical "heart and soul" through wayfinding, program visuals, and packaging, from templating through printing.
- 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.

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

■ **Art Director, AQUA LEISURE INDUSTRIES** **4/2007—8/2007**
Avon, MA

Managed staff of Senior Designers and Associate Art Directors in the creation of dynamic youth and consumer-oriented packaging for entire product lines, including scheduling and directing photo shoots.

- Redesigned logos and identity for **Aqua Games** and **First Fitness** product lines.
 - Coordinated catalog design and content from conceptualization through implementation. Manipulated digital images for product packaging and catalog use.
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Professional experience (continued)

■ **Art Director, CHANNING BETE COMPANY, INC.**
South Deerfield, MA

3/1997—4/2007

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 six 4-color magazine lines covering from Kindergarten through College aged demographic.
- 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. Hardcopy samples available on request.

■ **Sr. Environmental Graphic Designer, DEVELOPMENT DESIGN GROUP (DDG)**
Baltimore, MD

1/1996—3/1997

- 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, MARVEL COMICS (MARVEL ENTERTAINMENT GROUP)**
New York, NY

1/1986—1/1996

- 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. 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**. 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.
