



EXPERIENCE

CONTACT

609.760.0125 telephone
mark@markwillsdesign.com
www.markwillsdesign.com

EDUCATION

Antoinette Westphal College
of Media Arts & Design
Drexel University, Philadelphia, PA
B.S. in Graphic Design, 1998

HONORS AND AWARDS

2009: Work featured in
*logolounge volume 5:
2,000 International Identities*
by *Leading Designers* by
Catherine Fishel and Bill Gardner

2009: Work featured in
*Designing Brand Identity:
An Essential Guide for the
Whole Branding Team*
by Alina Wheeler

2006: Art Directors Club Awards
Silver - Stationery
Bronze - Logo/Identity
Bronze - Publication Design
Bronze - Integrated Multimedia

2005: Art Directors Club Awards
Gold - Integrated Multimedia
Silver - Stationery

2004: Art Directors Club Awards
Silver - Logo/Identity
Bronze - Stationery

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Dreamweaver
Adobe Fireworks
Adobe Acrobat
QuarkXPress

Senior Designer

Advanta Design Lab (Advanta Corp.), Wyndmoor, PA
May 2008 - July 2009

- Worked as a member of an inside/outside team of designers, strategists, and writers in a newly established satellite office for Advanta Bank Corp.
- Collaborated with team in refreshing the Advanta brand, as well as developing and implementing sub-brand strategies for two new credit card products.
- Worked with team on a comprehensive brand audit of Advanta and the development of four unique design solutions for the future of the company.
- Responsible for concept and design development, competitive research, writing, production, and print management.
- Developed consistent visual communications for Advanta and their product line, including marketing brochures, direct mail packages, collateral, banner ad campaigns, email campaigns, forms, and logos.

Freelance Designer

January 2002 - present

- Developed brand identity systems, print collateral, publication systems, invitation packages, advertising campaigns, banners, exhibit graphics, trade show booths, packaging, and websites for non-profit, corporate, education, publishing, beverage, hospitality, and public clients.
- Working solo, in collaboration with other designers, and with design firms in the Philadelphia and New Jersey area.
- Responsible for concept and design development, project management, collaborating with other designers and freelancers, attending client meetings, production, preparing estimates, coordinating vendors, and on-site press management.

Senior Designer

Rev Group, Philadelphia, PA
August 1998 - November 2001

- Developed identity programs, communication kits, publication systems, banner programs, advertisements, direct mail, and promotional material for financial, health care, technology, creative, and non-profit organizations.
- Involved in all phases of a comprehensive brand identity design process, including planning and analysis, design, development, implementation, and launch.
- Involved in areas of project development, including client meetings and correspondence, working with freelancers and interns, preparing estimates, coordinating vendors, and on-site print management.

References available upon request