

Mark Lux

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PROFESSIONAL SUMMARY

Professional with extensive, diverse experience including supervisory roles in fast-paced corporate environments. Customer-focused leader, who always seeks out a company's "point of difference" and showcases them in their designs/layouts to create customer awareness.

Functional Creative Experience

Design, Project Specification, Material/Hardware Selection, Production, Photography, Quality Control, On-Site Execution

Multi-Media Printing Expertise

Catalogs, Promotional Materials, Signage, Print Advertising, Websites, and Mailings

Technical Skills

• Adobe Creative Cloud • Microsoft Office • Mac/PC • HTML • CSS • Java Script/J-Query • Bootstrap

PROFESSIONAL EXPERIENCE

PCB Piezotronics, Incorporated, *Depew, New York (2008-2019)*

Senior Web/Graphic Designer

Designed and developed print marketing material, trade show graphics, print ads, email campaigns and websites for the following divisions of PCB including both domestic and international channels, Test & Measurement, IMI-Sensors, Aerospace & Defense, Automotive, Larson Davis, PCB Load & Torque, and RS Technologies

- Spearheaded and collaborated with other designers and marketing managers to develop PCB's new brand style guide and website
- Organized, scheduled, assigned and executed the redesign of over 400 various assets including brochures, data sheets and any other PCB print collateral
- Lead the initiative to update the PCB website with stronger SEO; Met with product and technical marketing managers to explain the process required to implement proper content
- Handled all aspects of production including initial design, photo retouching, file accuracy and final print
- Worked with product managers to develop concepts and ideas on how to showcase featured products or initiatives
- Recipient of multiple meritorious awards
- Mentored other designers on creative and technical skills
- Managed the International website to support direct international offices which included 57 translated top level web pages across 11 different cultures including Canada, Benelux, Italy, UK, Sweden, Germany, Japan, and China
- Developed, designed and created the 124 page Automotive catalog within a 6 month time period

Independent, *Cheektowaga, New York (2001-Present)*

Freelance Work-Web/Graphic Designer

Including:

- Sensors-inc.com • WNY Remodeling.com • BodyshapingBySandy.com • TheodoresOriginal.com
- NiagaraLuxuryTours.com

OTHER RELEVANT PROFESSIONAL EXPERIENCE

EMED Company, **Senior Creative Designer/Art Director/Graphic Designer**

Tops Markets LLC/Ahold U.S.A., **Graphic Designer/Art Director/Associate Artist**

EDUCATION AND TRAINING

State University of New York College at Buffalo, **B.S. in Graphic Design**

Canisius College, **Undergraduate Coursework in Marketing**

Ongoing Professional Development