

2019 RESUMÉ / CV

# MARK EDWARD HAYDEN

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## ABOUT & OBJECTIVE

English by birth, now a dual citizen, I'm proud to have circumvented the globe, experiencing design technique and styles has given me a great ability to create interesting and innovative, eye catching effective designs.

## SOFTWARE SKILLS & MORE

Adobe CC 2019, (including), Photoshop, InDesign, Dreamweaver, Illustrator, Premiere, After Effects, Capture, Spark, Muse. Microsoft Office, Google Chrome and associated apps including Drive, Photos and more.

Operating Systems: Apple OSX, iOS, Windows 10, Google/Android.

Formatting for: Television NTSC & PAL, Web/Mobile. Audio and video recording and production.

## EMPLOYMENT HISTORY

### **2015-CURRENT • PRODUCT DESIGN ARTIST                      BAHL & ASSOC. (HAT SHARK)                      BLOOMINGTON, MN**

- Bring the business into the top 2% of Amazon retailers by analyzing trends and taking the best.
- Tracking industry predications to create selling products with good profit margins.
- Implement marketing campaigns and analyzed data to increase ROI to best level ever.

### **2007-2015 • ASSISTANT CREATIVE DIRECTOR                      JON ENGLISH® STUDIOS                      MINNEAPOLIS, MN**

- Product packaging process from concept to mock up's to items on shelves ready for sale.
- Designing marketing materials for web and print use.
- Created client database and website redesign with ability for clients to book online.
- Intellectual property applications and updates.

### **2002-2004 • PHOTOSHOP SPECIALIST                      PROFOTO / CAMELOT PHOTOGRAPHY                      MINNEAPOLIS, MN**

- Image scanning, retouching and exporting, optimized for quality with attention to detail.
- Restoring old and/or damaged prints and reprinting new images to match the original.

### **1998-2002 • GRAPHIC DESIGNER & PRINT PROD.                      AMSTAND DISPLAYS                      SARASOTA, FL**

- Designed, printed and laminated large format graphics.
- Large format, POS displays to meet individual client needs.

### **1997-1998 • PREPRESS PRINT PRODUCTION                      ELEVENTH HOUR ADVERTISING                      SYDNEY, AUS.**

- Image scanning, retouching and adjustments to deliver the best possible reproduction.
- Communicated and coordinated with layout staff for major print publications.
- Bringing text copy to life designing ads for newspaper

## EDUCATION

2001 Bachelor of Arts Degree, University of South Florida, College of Fine Art.

## ADDITIONAL SKILLS

Fluent in English plus 10 years studying French, and knowledge of Spanish plus other latin based languages.

see portfolio at:

[WORLDBYMARK.COM](http://WORLDBYMARK.COM)