



MARC HINKLEY

GRAPHIC DESIGN • BRANDING • IDENTITY • PACKAGE DESIGN

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EXPERIENCE

1995 - Current
Senior Designer

NILSSEN DESIGN ASSOCIATES New York

Logo & Brand Equity • Package Design • Print • Trade Show Graphics
Personal Care & Beauty / OTC Pharmaceutical / Electronics / Food

Clients: ET Browne Drug Co. • American Eagle Outfitters

*Kaymont Industries • Coughlan Products • Warner-Lambert • Colgate-Palmolive
Bath & Body Works • Carter Wallace • Unwired • Willing Beauty*

Work directly with Account Managers to interpret and realize design objectives.
Launch new product lines.

Maintain and expand existing product lines within branding parameters.

Update branding of lines including Benadryl, Sudafed, and numerous ET Browne products.

Additional
Experience

MILTON GLASER New York

Logo & Brand Equity • Package Design • Signage • Print

Clients: Grand Union Food Stores • Sesame Place Park • Barron's Books

Design food packaging and in-store signage to fit within design guidelines.
Design signage for children's amusement park.

BEN KOTYUK New York

Logo & Brand Equity • Package Design • Print
Personal Care & Beauty / Fragrance / Food

Clients: Ralph Lauren • Calvin Klein • Lagerfeld • Bath & Body Works

Design graphics for signature fragrance lines.

Launch new personal care product lines.

KNOLL INTERNATIONAL New York

Showroom Graphics • Catalogues & Brochures
Interior Design / Corporate Office Systems

Design in-store catalogues and brochures.

Design and oversee installation of trade show and showroom graphics.

Further experience and references available upon request.

SKILLS

Expert in Adobe Illustrator / Photoshop

Design / Layout / Final Mechanical Art / Digital Product Illustration

EDUCATION

PRATT INSTITUTE NY, NY

School of Professional Studies
Adobe Illustrator / Photoshop

NEW YORK UNIVERSITY NY, NY

School of Fine Arts

HS of ART & DESIGN NY, NY

Graphic Design / Fine Arts