



MARC HINKLEY

GRAPHIC DESIGN • BRANDING • IDENTITY • PACKAGE DESIGN

7312 Tricia Rd. NE • Albuquerque, NM 87113

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EXPERIENCE

2023 - Present
Senior Designer
Consultant

1995 - 2023
Senior Designer

Additional
Experience

MARC HINKLEY DESIGN New Mexico

Personal Care & Beauty • Logo & Brand Equity • Package Design

Client: Willing Beauty

Collaborate with Account Manager to interpret and realize design objectives.
Launch new products. Update existing products.

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 • Warner-Lambert
Colgate-Palmolive • Bath & Body Works*

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 Benadryl, Sudafed, and numerous ET Browne products.

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

Drawing / Painting / 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