



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

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.

1995 - 2023
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 • 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.

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
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