



MARC HINKLEY

GRAPHIC DESIGN • PACKAGE DESIGN • LOGO DESIGN

7312 Tricia Rd. NE • Albuquerque, NM 87113

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(505) 310-0651

EXPERIENCE

1995 - 2024
Senior Designer
& Consultant

NILSSEN DESIGN ASSOCIATES Florida/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.

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

Apply graphics to client's product photography for use online and in print.

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.

OLIPHANT PRESS New York

Letterpress Printing

Major Cultural Institutions / Small Imprint Publishers

Clients: Metropolitan Museum of Art • NY Public Library • Targ Editions

Design and set type for invitations and donor materials.

Create frontispiece illustrations for limited edition books.

SKILLS

Expert in Adobe Illustrator / Photoshop

Design / Layout / Final Production 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