MARK FALCONER | www.falconercreative.com

206-380-3670 | markfalconer.designer@gmail.com | linkedin.com/in/markfalconerdesigner

SUMMARY

Creative and self-driven design professional with experience in graphic design, project management and art direction. I am a flexible, team-oriented manager and mentor with a strong work ethic and a friendly demeanor. I enjoy working as part of a dynamic team in an office environment, excelling in conceptualization, multi-tasking, and designing within branding standards. I am deadline-driven and thrive on building relationships with clients and embracing new challenges.

RELEVANT SKILLS

Concept and Design Development
Project Management
Client Relations
Team Leadership
Prepress and Printing using EnFocus Pitstop
Design Software Proficiency: Adobe Creative Suite, Google Workspace, Microsoft Office
Branding Expertise: Brand Identity, Logo Design, Marketing Materials
Industries: Real Estate, Publishing, Education, Business and Technology

EXPERIENCE

National Color   Seattle, Washington
Senior Graphic Designer & Project Manager   October 2019 - Present
Principal designer and coordinator specializing in capital market commercial real estate offering memorandums in key marketing areas across the United States. Projects focus on large-scale industrial, office, multifamily and land properties. Clients include some of the largest real estate firms in the world: CBRE, Newmark, JLL and Cushman-Wakefield.

Design Project Management
- Lead 50+ projects annually from initiation to completion, ensuring all deliverables adhere to tight deadlines by efficiently prioritizing tasks and coordinating team efforts
- Manage project budgets by analyzing costs, monitoring expenses, and making strategic adjustments while designing creative solutions to align with project goals and client specifications
- Produce marketing offering memorandums in a fast-paced environment, from small executive summaries to 50+ page books in 2-4 days
- Conduct print and prepress checks of client files, print on Konica Minolta machine, and prepare projects for bindery services

Communication and Leadership
- Maintain proactive communication with client vice presidents, project managers and brokers, providing updates and addressing feedback during the design and revision process
- Provide strong leadership to a remote team, fostering collaboration and managing multiple projects simultaneously to achieve successful, timely completion
- Created a workflow system to track job orders and manage teammates' workloads efficiently

Design Software and Project Capabilities
- Adobe InDesign: offering memorandums detailed aerials
- Adobe Illustrator: site plans, maps, logos, information graphics, stacking plans, floor plans
- Adobe Photoshop: photo manipulation, banner ads for emails

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Pacific Publishing Company Seattle, Washington
Lead Graphic Designer & Department Manager   March 2013 - October 2019
- Developed a comprehensive standard operating procedure (SOP) to effectively manage the art department, outlining clear guidelines and best practices to maintain quality and efficiency to meet press deadlines in a fast-paced environment
- Art directed and designed 200+ weekly publication projects annually for six local Seattle and regional neighborhood newspapers, reaching a circulation of 60,000+ printed copies per month
- Managed over 20 neighborhood business and community directory projects annually
- Communicated closely with multiple in-house departments, outside vendors and designers to construct advertisements for print and digital publication
- Prepared client images and files, ensuring color accuracy and quality; supervised color press checks for all publications on a cold-set web press
- Created and maintained all publication websites while creating graphics and uploading editorial content

Turk's Head   Seattle, Washington
Lead Graphic Designer   January 2011 - December 2013
- Lead designer creating print, web, and environmental graphics for business and entertainment industries
- Organized regular client meetings to discuss project scope and expectations
- Collaborated alongside creative director, copywriter, and account leads to produce quality designs that meet the client's needs
- Conceptualized and produced collateral and website designs promptly while keeping to budgets

Contracted & Freelance   Greater Seattle Area
Lead Graphic Designer, Web Designer, Production Artist
- Worked closely with art directors, copywriters, web developers, account representatives, and designers while establishing project requirements, ensuring timely delivery of marketing materials for both print and web platforms
- Clients included those in higher education, hospitality and medical industries
- Newspaper/magazine design of editorial layouts and local business advertisements for a variety of city publications

EDUCATION
Seattle Central College, Seattle, Washington
Associate of Science in Web Design Technology

The Art Institute of Seattle, Seattle, Washington
Associate of Arts in Visual Communications

Professional references available upon request