

RESUME

MB

MARK BEGIN

Graphic / Web Designer
San Diego

CONNECT



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SKILLS PROFESSIONAL

STRATAGIZING	MARKETING
BRANDING	CONCEPTING
ART DIRECTION	TYPOGRAPHY
GRAPHIC DESIGN	WEB DESIGN
EMAIL DESIGN	EMAIL MARKETING
DEVELOPMENT	HTML5 / CSS
BOOTSTRAP	HTML TEMPLATES
SOCIAL MEDIA	SOCIAL CONTENT
TEAM MANAGEMENT	LEADERSHIP
ANIMATION	VIDEO EDITING
PHOTOGRAPHY	PHOTO EDITING
PRODUCT SHOTS	DIGITAL ART
ART	

ABOUT

Experienced Digital/Print Designer with 15+ years of leading teams to deliver unique design solutions and successful marketing assets. Proven track record in strategizing and concept development, proficient in graphic design, web design, multimedia development, and branding. Passionate about aligning design innovation with business goals.

WORK EXPERIENCE

Senior Designer

Iconic Industry INC, San Diego, CA

May 2011 - Dec 2022

In my role as a Senior Designer at Iconic Industry Inc. I strategized with the Marketing Team and Art Director on all campaigns. Led the creation of diverse marketing assets, including branding, logos, websites, landing pages, emails, social media marketing, display ads, videos, product labels, and packaging designs. Multi-platform campaigns ran across Facebook, Instagram, TikTok, Snapchat, and Google to maximize brand visibility and engagement. Additionally, I played a significant role in strategizing branding for our internal products, collaborated with cross-functional teams to develop effective ads, and actively participated in the development of UI for the company's software, Nexus. Moreover, I helped manage a successful intern program, ensuring mentorship and guidance for the interns from SDSU.

KEY ACHIEVEMENTS

- Viabrance abandoned cart email campaign: Achieved 12% recovery
- Successfully implemented A/B testing strategies on landing pages that significantly boosted sales for a top-performing muscle supplement program

PROGRAMS I USED AT ICONIC INDUSTRY INC

PHOTOSHOP	ILLUSTRATOR	AFTER EFFECTS	PREMIERE	KLAVIYO
KONNECTIVE CRM	LITMUS	DREAMWEAVER	GOOGLE SUITE	
ASANA	SLACK	NEXUS: tracks & launches social media campaigns		

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SKILLS PERSONAL

COMMUNICATION

RELIABILITY

CREATIVITY

ACCOUNTABILITY

TEAMWORK

PROBLEM SOLVER

POSITIVITY

EDUCATION

2002 - 2004

The Art Institute of California, San Diego, CA
BS In Graphic Design

Maintained 3.6 GPA. Deans list every quarter for 2 years. 2 quarters short of completion.

1993 - 1996

Cuesta Jr. College, San Luis Obispo, CA
AA Emphasis Art

Maintained 3.3 GPA.

OTHER TRAINING

Currently Enrolled

Google UX Design Professional Certificate,
Coursera, Online

Expected completion: Nov 2023

2015

Level 1 Javascript Training, UCSD Extensions
San Diego, CA

2014

Mobile App Development Level 1, San Diego
Continuing Ed, San Diego, CA

2000 - 2001

Certification in Web Design, The Art Institute
of California, San Diego, CA

Multimedia and Graphic Design Classes

WORK EXPERIENCE CONTINUED

Lead Designer

Digital Operative Web Agency, San Diego, CA

Nov 2009 - Dec 2010

As the Lead Designer at Digital Operative Web Agency, I played a pivotal role in managing the creation and execution of user experience (UX) and UI design initiatives for both client websites and internal projects. This involved interfacing with clients to understand their website goals and design preferences and collaborating with cross-functional teams to determine site requirements, develop UI designs, and conduct site development and testing. Throughout the process, I led design production, ensured branding consistency, and focused on enhancing user experience and interaction design from concept to proof. Additionally, I took on the responsibility of creating user flows and high-fidelity wireframes, ensuring a clear hierarchy of information for optimal user engagement and satisfaction.

KEY ACHIEVEMENTS

- Successfully managed the creation of a sophisticated and innovative social networking website

PROGRAMS I USED AT DIGITAL OPERATIVE

PHOTOSHOP

ILLUSTRATOR

OMNIGRAFFLE

BASECAMP

GOOGLE SUITE

Art Director

Learning Evolution, San Diego, CA

Apr 2004 - Nov 2009

During my tenure at Learning Evolution, I demonstrated strong leadership as I led and managed a group of 10 Flash Developers. In this capacity, I oversaw course requirements, provided art and creative direction, and supervised the Flash development of e-learning courses. As the project leader, I took charge of all design deliverables, including art direction, visual graphics standards, user experience, and UI design, ensuring the highest quality output.

KEY ACHIEVEMENTS

- Brandon Hall Award for e-Learning
- Progressed from Flash Developer to Art Director

PROGRAMS I USED AT LEARNING EVOLUTION

PHOTOSHOP

ILLUSTRATOR

FLASH

AFTER EFFECTS