

# Mark Field

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**Website Portfolio:** <https://www.markfielddesign.com/portfolio>

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## **Innovative. Visionary. Results-Driven.**

With a proven track record of steering creative projects from concept to fruition, I am an experienced Creative Director ready to redefine industry standards and captivate audiences utilizing innovative visual storytelling. I have cultivated a multifaceted skill set blending artistic flair with strategic acumen, delivering groundbreaking campaigns that resonate with diverse demographics. I have a passion for pushing creative boundaries and am adept at harnessing the power of interdisciplinary collaboration, I lead dynamic teams to seamlessly merge design, technology, and brand narrative into unforgettable experiences. From crafting compelling visual identities to orchestrating multimedia campaigns, I excel in translating complex ideas into tangible, awe-inspiring creations that leave an indelible mark.

Driven by a relentless pursuit of excellence, I am committed to staying ahead of emerging trends, leveraging cutting-edge tools and methodologies to stay at the forefront of the industry. Whether it's breathing new life into established brands or incubating startups from inception, I bring a unique blend of strategy and creative ingenuity to every project.

## **Professional Experience**

### **Creative Director**

#### **markField Design, Reading, MA**

*Present Employment*

- Spearheaded the creative direction and ownership of markField Design, delivering impactful marketing solutions including brand strategy, logo design, print design, user experience design, and website technical development.
- Cultivated a robust client portfolio of over 80 businesses spanning Professional Services, Financial Services, Manufacturing, Life Sciences, Bio-tech, High-tech, Retail, Tourism, Wellness, Non-profit, and Education.
- Utilized cutting-edge design software applications such as Adobe Creative Suite, Figma, HTML/CSS, and WordPress to achieve innovative results.
- Successfully launched multiple brands for both established companies and startups, providing comprehensive packages encompassing naming, brand strategy, logo design, brand standards, and messaging.
- Demonstrated adept project management skills, ensuring timely and budget-compliant delivery, with expertise in risk management, financial reporting, and proposal writing.
- Awarded over 50 American Graphic Design Awards for excellence in branding, website design, brochure design, and package design.

### **Creative Lead**

#### **Viant, Boston, MA**

- Directed all creative efforts of client engagements from conception to launch, overseeing brand strategy, functional specifications, user interface design, and user experience design for brands such as IDC, Polaroid, BankBoston, and Sears.
- Played a pivotal role in client facilitation during new business development and throughout project execution.
- Managed creative teams, providing Art Direction and Coaching, while reporting to project and client management teams.
- Spearheaded creative coaching and mentoring initiatives for the entire creative community within the organization.
- Instrumental in monthly on-boarding through teaching website design techniques to new hires.
- Designed and managed all print collateral, including brochures and annual reports

**Senior Designer**  
**Polese Clancy, Boston, MA**

- Senior Designer and Art Director involved in all aspects of the design process across all media including annual reports, branding, brochure design, logo design, advertising, and conference materials.
- Designed impactful brands, print collateral, and advertising for Fortune 500 clients, including Liberty Mutual, State Street, Marcam, and Eastern Enterprises.
- Produced over 20 printed annual reports for major public companies, demonstrating a successful commitment to creative, client, and vendor management.
- Pioneered one of the first website design and production service offerings for a traditional creative agency in Boston.

**Education**

**University of Massachusetts, Dartmouth**

North Dartmouth, MA, United States  
Bachelor of Fine Arts, Visual Design & Typography

**Creative Teaching Experience**

**YouthDesign**, Boston, MA.

Volunteer Virtual Art Director, Youth Design Takes Action

**MassArt**, Boston, MA.

Design Professor - Web Site Design. Teaching all aspects of graphic design and experience design principles and technologies to for MassArt Design Certificate Program.

**The Graduate Center**, Marlboro College, Brattleboro, VT- September 1999 – June 2000

Graduate Professor, Web Site Design, teaching all aspects of graphic design and experience design principles and technologies.

**Additional Skills**

- Full-stack User Experience Design
- Collaboration and Leadership
- Visual Storytelling and Communication
- Systemic thinking and innovation
- Data-driven Decision-making
- Project Management
- Agile Methodologies
- Creative Collaboration
- Creative Presentations
- B2B Marketing
- Creative Ideation
- Organization Skills
- Strategic Communications
- Visual Concepting
- Visual Design
- Brand Management
- Branding
- Brand Strategy
- Website Design
- Print Design
- Logo Design
- WordPress
- User Experience
- User Interface Design
- Teaching/Coaching
- Adobe Creative Suite
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Figma
- Microsoft Office