

Mark Hannon Art Direction & Design

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What I Offer:

Art Direction

Graphic Design

Desktop

Publishing

P.O.S. Design

Package Design

Web Design

html & CSS

Flash Animation

Storyboards

Comps

Illustration

Software Proficiency

Illustrator

Photoshop

InDesign

QuarkXpress

Powerpoint

Dreamweaver

Portfolio: www.markhannondesign.com

linkedin: <http://www.linkedin.com/in/markhannondesign>

EMPLOYMENT & CLIENTS

Mark Hannon Art Direction & Design:

Principal/General Manager: 2002 - present: Full-service art direction, advertising and design, including print and web design.

Big Mouth Toys:

Freelance Art Director: February - May 2011. Developed new product and designed packaging for company's line of novelty toys and gags. Created email campaigns for sale items and new product announcements which generated sales. Produced 2011 wholesale product catalog which communicated the company's sense of fun and updated the company's product line. Position required both design and illustration skills.

Palmero Health Care:

Freelance Creative Director: 2009 - 2010. Produced the company's first dental product catalog since 1998. Project required InDesign layout and production, photography and illustration, all of which was handled by me. Created front-end design for company's new ecommerce web site to allow customers to order online. Designed and produced a product image resource web site for resellers to download Palmero product images for their catalogs and ads. Produced numerous pieces of print collateral, from sell sheets to trade ads and distributor catalog ads. As customers received the new catalog showing the complete product line, company saw a significant spike in sales.

J. Brown Agency:

Senior Graphic Designer (staff): 1996 - 2002. Ran art studio and was responsible for developing visual communication for P.O.S., sell sheets, FSIs, banners, ads, sales brochures, packaging, TV storyboards, presentation comps and other marketing materials. Trained other creative personnel in most effective and efficient practices for using their software tools.

Accounts I worked on: KRAFT Foods, Nabisco, abcnews.com, AT&T, Lucent Technologies, James River Corporation, BIC

Freelance Graphic Designer:

Graphic design, production and illustration: 1988 - 1996. Steadily built a client base of mid to small promotion and package design agencies. Developed new concept for point-of-sale, sell sheets, posters, FSIs, presentation comps and finished illustration.

Clients include: Marketing Corporation of America, WW2 Design, The Ryan Partnership, Comp Design, Bigelow Tea

Education:

Paier College of Art, Hamden, CT.

Pratt Institute, Brooklyn, NY.

School of Visual Arts, New York, NY.

Clients have included: Zotos International, Elizabeth Arden, Pernod Ricard USA, Oxford University Press, Story Worldwide, Affinion Group, The Taunton Press, Graphlink, L.A.C. Communications, Impact Studios, Conversion Marketing, RJM Group, Cobalt Concepts, OK, Inc., Solutions Marketing, Special Ops Media, Fair Winds Press, IMG Creative, Sunroom Herbals, Playhouse on the Green, City Lights Gallery, AnswerYes Interactive, Marc Sullivan Photography, Lanterna Tuscan Bistro, Health Career Connect Magazine, Robin Bartlett; Marketing consultant, Avid Marketing Group, Palmero Health Care