

# MARK WEDDINGTON



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## SUMMARY

LA-based graphic designer from NC with a strong background in print design, online media design, marketing, and branding. Majority of work for agencies with clients ranging from small businesses to Fortune 500 companies. Adept in collaborating both directly with clients on a one-to-one basis as well as working as part of a team with project managers, art directors and/or programmers. Freelance work includes music-oriented independent projects for clients across the country and overseas. Culturally sensitive with well-rounded aesthetic sensibilities and wide variety of client interaction experience.

Online portfolio: [www.solidsoundsystem.com](http://www.solidsoundsystem.com)

Expanded resume: [www.linkedin.com/in/markweddington](http://www.linkedin.com/in/markweddington)

## SPECIALTIES & SKILLS

- In-depth experience in website/UI, print, and branding/logo design.
- Specialized in music, film, and Hispanic & South Asian markets.
- HTML, CSS, Dreamweaver, Photoshop, Illustrator, InDesign, Quark Xpress, Wordpress, Filemaker, and some Flash.
- Email apps: Mailchimp, Campaign Monitor, Constant Contact

## FREELANCE & CONTRACT WORK

### FREELANCE DESIGNER at SolidSoundSystem Design

Oct 1995 – Present | Chapel Hill, NC & Los Angeles, CA

- Freelance design of websites, CD & DVD packages, posters, logos, branding, postcards, brochures, magazines, t-shirts, and illustration for clients in NC, NYC, Chicago, and the UK.

### GRAPHIC DESIGNER (CONTRACT) at Yep Roc Music Group

June 1997 – June 1999 | Chapel Hill, NC

- Consulted with label and artists at all stages of project development to design print ads, CD packages and posters for local record label and music distributor.

### GRAPHIC DESIGNER (CONTRACT) at Planet Music

October 1995 – March 1996 | Durham, NC

- Worked with art director and project team to design a total of 31 music CDs from initial concepts to final product.

### WRITER / DESIGNER / PUBLISHER at Pussycat Magazine

September 1994 – April 1996 | Chapel Hill, NC

- Published four issues of underground music and interest magazine.
- Art directed and designed all issues and wrote 90% of content including over two dozen interviews and hundreds of music reviews.
- Contracted writers, photographers, and artists as contributors.
- Sold advertising and handled nationwide distribution.
- Designed and manufactured vinyl 45 single and two t-shirt designs

## CAREER HISTORY

### WEB DESIGNER at Island Technologies

February 2009 – June 2011 | Granada Hills, CA

- Worked with project manager, PHP programmer and clients to design and code websites in HTML/CSS/PHP and Wordpress.
- Designed, coded, scheduled and deployed monthly/weekly email campaigns and corresponding landing pages.
- Worked with department supervisor to design wireframes, sketches and final UI designs for internal project manager, file manager, Miva module applications and mobile-friendly email layouts.
- Designed (and where appropriate, coded) company's print brochure, website, email template & email signatures.
- Prepared client graphics for online use, updated content on existing websites, and provided technical support/training for clients.

### WEB DESIGNER at Optawise LLC

January 2009 – February 2009 | Marina Del Rey, CA

- Worked with project managers to design client websites.
- Designed websites using HTML, CSS and Wordpress.

### GRAPHIC DESIGNER at The Splinter Group

September 2006 – September 2008 | Carrboro, NC

- Worked with art director and clients on print and online projects including websites, logos/identities/branding, posters, brochures, product labels and more.
- Prepared client graphics for online use, updated content on existing websites, and provided technical support/training for clients.

### SENIOR GRAPHIC DESIGNER at Ruiz Agency

September 1999 – December 2004 | Raleigh NC

- Worked directly with clients on print and online projects including websites, logos/identities/branding, posters, brochures, product labels, tradeshow exhibits, large format graphics, and more.
- Updated content on existing websites, and provided technical support/training for clients.
- Responsible for electronic pre-press & production duties on all jobs.

## PREVIOUS GRAPHIC DESIGN EMPLOYMENT

Liberated Types (Durham, NC) | Sept 1996 – Sept 1999

Chapel Hill Printing (Chapel Hill, NC) | Apr 1996 – Sept 1996

Meyers & Associates (Cary, NC) | Sept 1993 – Sept 1995

Screenworks, Inc. (Sandy, UT) | Aug 1992 – July 1993

## EDUCATION

North Carolina State University School of Design | 1988-1992

- Bachelors Degree in Visual Design.
- Cum Laude Graduate.