

# MARK LATHROP

## SUMMARY

- Over 35 Years of Design and Production Experience in most areas of print, web and presentation work
- Skilled at translating business goals into creative vision
- Proven ability to work as a team leader, team member as well as an individual
- Strong organizational, problem solving, multi-tasking, detail-oriented skills

## TECHNICAL SKILLS

- Proficient in the use of Illustrator, Photoshop, InDesign, Dreamweaver, Powerpoint and email platforms
- Web Development includes HTML, CSS, Wordpress, Social Media, on-site SEO.

## PERSONAL

- Married with 2 children
- Former Boyscout Asst. Scoutmaster
- Volunteer with VNSA Nonprofit Booksale



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for portfolio, please visit:

## OBJECTIVE

Creative and detail-oriented self-employed graphic designer with a strong passion for visuals and brand identity. Experienced in delivering compelling designs across digital and print media for diverse clients, from startups to established brands. Proficient in Adobe Creative Suite, presentation, and layout design, with a keen eye for aesthetics. Seeking to leverage my expertise in branding, illustration, and user-centered design to collaborate on innovative projects and help businesses establish a strong visual presence.

## EXPERIENCE

### Freelance and Contract work – December 1990 to Present

A wide range of work including corporate identities, digital photo manipulation, flyers, T-shirts, CD covers, billboards and vehicle wraps. Clients include: Attesa, Barrelhouse Restaurant, Brown's Classic Autos, Cereus Graphics, Circle K, Constellation Telecom, Diversified Partners, Holographix, Imaginari, KCCF Radio, KZZP Radio, Moses Anshell, McMurry Publishing, PROSOK, Sleep System Store, Twist Bistro, and Voices Studio among others.

### CommonSpirit Health– January 2021 to Present

#### Project Management

Project management for intranet resource site, micro sites, various print and presentation collateral.

### Fervor Creative– January 2019 to January 2023

#### Graphic Designer

Graphic design, production and photo retouch work for various clients.

### Bondurant Racing School – May 2014 to November 2018

#### Director of Marketing / Graphic Design

Maintained consistent company branding for all print and online projects. Created new website to align with current branding. Developed tradeshow booths and materials for Barrett-Jackson and SEMA installations. Once Director of Marketing - Created new collateral along with shirts, banners and merchandise. Developed new online store for merchandise sale. Involved in the vendor relationships and engagement orders. Developed vehicle graphics and trackside signage.

### WCS International – June 2003 to May 2013

#### Creative Director

Consulted for a variety of companies dealing in digital marketing, mortgages, wholesale investment properties, real estate investing education and others. Handled creative development in all areas of print, web and presentations. Support for live events of 50 to over 2,000+ people in the areas of A/V support, staff management and venue contacts. Managed over 40 websites to completion.

### Subia Corporation / theFurious – October 1987 to May 2003

#### Graphic Designer

Design and production work in multimedia projects related to web sites, interactive kiosks and cd-roms. Responsibilities ranged from: design and production of audio/visual presentations; illustration; print related work for corporate identities, posters, billboards, brochures, catalogs, magazine and large format displays. Illustration work both artistic and technical; photo manipulation, retouch, compositing and correcting; building web sites both flash and html. Clients included: ASU, Honeywell, MicroAge, University of Phoenix, SkyMall, MazdaUSA, Ford Motor Company, Ford SVT, J. Walter Thompson, Ogilvy & Mather, Moses Anshell, US Airforce, Vestar Development and Egoyan Films.

## EDUCATION

### Arizona State University - 2 years

Graphic Design and Fine Arts

### Phoenix Community College - 2 years

Computer Graphic Design