

# MARK MENDEZ

## Art & Creative Direction

Creative and dedicated art director, motion designer, graphic designer and illustrator with over 15 years of experience. Expert in multiple facets of design, specializing in digital and social platforms.



### Glow Creative

Sr. Art Director

Aug 2021 - June 2022

- > Art direction for entertainment and brands including Apple TV, Showtime and the NBA.
- > Drove client facing creative meetings for new and longstanding social campaigns from paid media to evergreen content.
- > Led creative and custom deck design for new client acquisitions including Activision, Universal and Disney.
- > Oversaw paid media creative and national out-of-home campaigns.



### Ignition Creative

Sr. Art Director

Jan 2021 - Aug 2021

- > Art direction for entertainment spanning both film and television including Disney, MGM, MotorTrend and Hulu.
- > Collaborated interdepartmentally across multiple teams contributing to special projects and initiatives including trailers, key art and digital campaigns.
- > High producer in a fast-paced multitasking environment, adept at "working at the speed of social."
- > Oversaw project management solutions to help drive efficiency amongst producers and creatives.



### Fullscreen / WarnerMedia

Art Director

Nov 2014 - Jan 2021

- > Oversaw and led the creation of award-winning social creative for entertainment entities such as Warner Bros, NBC Universal, Disney and Sony.
- > Executed creative on multiple entertainment and brand campaigns utilizing motion design, graphic design and illustration.
- > Managed and developed a team of creators including designers, motion designers and illustrators.
- > Ideation and designed custom pitch decks for client acquisition.



### Totally Rad! Inc.

Art Director

Nov 2011 - Nov 2014

- > Directed and executed all brand creative including social, web design, web development, UI and UX for products and apps.
- > Directed visual art and marketing for all products.
- > Spearheaded the creation of a complete company re-brand including all digital and print assets.

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## Freelance

### Colossal Biosciences

Creative Direction

### Disney/Hulu

Illustration, Design

### Blizzard Entertainment

Illustration, Design

### Digital Media Management

Art Direction

### We Are Social

Design, Motion Graphics

### Engaged Media

Motion, Photography, Video Pre/Post Production, Writing

### Column Five

Design, Deck Creation

### Quarto Publishing

Art Direction, Illustration, Photography

### Wexler of California

Design, Creative Consulting

### Corro/Cavali Club

Packaging Design, Motion, Social

### Marengo

Packaging Design, Motion, Social

### Beckett Media

Design, Photography

### JHoward Restaurant Group

Branding

### Orangewood Guitars

Creative Consulting

### Tequila Tromba

Design