

Marc K. Garcia

www.marcgonline.com
marc@marcgonline.com

Phone: 860.753.2300

711 Nostrand Ave. Apt# 9
Brooklyn, NY 11216

Summary:

Experienced (8+ Years) graphic and interactive designer with understanding of usability, online designs and successful advertising campaigns. Strong ability to conceptualize clients' needs through storyboards, illustrations and presentations. Highly effective at designing and communicating desired messages and functions. Highly proficient with print and Web software.

Education:

Bachelor of Science Degree in Graphic Design, *Miami International University of Art and Design*

Skills:

Wire frames	Flash banners	Illustration
Animation	Storyboards	eCommerce
HTML & XML, DHTML, JAVA	Desktop publishing	Graphic design
Multimedia packages	Children's book illustration	Marketing landing pages
Ajax & Flex interaction	Interface design	Widgets and Icon design
Advertising collateral	PowerPoint presentations	

Experience:

ACCOONA CORP., Senior Interactive Designer, 2006 – Present

Twing.com, Search Engine for Online Communities and Forums

- Responsible for all creative direction, including general formatting of the site, designing both the *Twing Twing-bot* logos. Twing generated more than 2 million unique visitors in its first month.
- Designed a flash-animated tutorial for online users.
- Designed both static and animated banners, as well as print materials for advertising and public relations campaigns.
- Designed site interface and widget modules for user downloads with Adobe Flex (*Design only*).

Accoona Corp., Business and News Search Engines in United States, Europe and China

- Collaborated with a creative team for a global Internet company with search, lead generation, social networking and eCommerce products.
- Developed a B2B online site that connects U.S. investors with emerging Chinese companies.
- Maintained 13 online companies with banners, interactive design and overall look and feel. Directly responsible for logo redesign for seven of the 13 online companies. Created internal and external marketing presentations and promotional materials.

ExchangePlace.com, Online Pay-Per-Lead Bidding Marketplace

- Collaborated in the conception, execution and deployment of all marketing, advertising and promotional initiatives, including print and banner ads, logo design, direct mail and direct marketing pieces, e-mail blasts, SEO/SEM, CPM, CPC strategies, online landing pages, trade show booths, promotional collateral, one-sheets, brochures, multi-media packaging and sales presentations.
- Developed creative plans for new product initiatives, employing an iterative user-centered approach that produced scalable, flexible design solutions.

DOD Marketing

- Created and executed eCommerce Web site redesign for consumer electronics sites that resulted in a 125 percent increase in unique viewership within the first month of the re-launch.
- Designed banner ad campaigns, logo redesign, marketing materials, Amazon online storefront and e-mail concepts.
- Developed a solid front end design to interact with NetSuite (integrated management system) to share front-end users with the backend platform for easier online shopping experiences.