

## Resume

# Mark Abernethy

**Mark Abernethy**

11 Hickson Street  
Toronto, ON, Canada  
M6K 1T4

1 (647) 886-6475  
Mark@M4RK.com

M4RK.com



## Background

As an experienced creative professional, I can see the unique opportunities being presented by advancements such as Web3, Blockchain Technology, A.I., and Mixed Reality. These innovations have the potential to empower individuals and enhance brand relevance in unprecedented ways.

Throughout my career, I've led creative teams and overseen digital product design for a diverse portfolio of clients, including industry leaders like **Mercedes-Benz, NASA, BMW, Mini, GM/Cadillac, Nike iD, HP, and Accenture.**

Today, I'm shifting my focus towards demystifying the world of Web3, Blockchain Technology and Mixed Reality – building on top of a solid foundation in Visual Design, Brand Strategy and User Experience Design. I'm committed to helping people understand the benefits, risks and rewards, and to building engagement in this rapidly evolving space.

## Professional Experience

- Led creative direction, strategy, and art direction on projects of all sizes, guiding them from initial discovery through to final execution and refinement
- Estimated, managed, and allocated resources across a diverse range of teams and projects
- Actively participated in departmental planning and discussions
- Directed creative teams composed of art directors, designers, UX designers, information architects, writers, content strategists, illustrators, animators, motion graphics specialists, sound designers, and photographers.
- Collaborated with business development teams on pitches for new business opportunities and played a role in raising investor capital
- Developed comprehensive user testing plans, oversaw and participated in testing and task analysis with various audience stakeholders, and presented results to both internal teams and clients
- Encouraged and managed professional development within my teams
- Judged and presented awards at events such as the London International Advertising Awards and FlashintheCan

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# Employment

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## HELLO CRYPTO

**Founder, Creative Director, Editor**

As a founding partner at HelloCrypto, I focus on building and developing the brand, and producing content to support our content marketing strategy.

HelloCrypto.com

REMOTE / TORONTO | 2021– PRESENT

## LOWE & PARTNERS

**Creative Director**

I led the international (digital) marketing campaign that launched Saab's 9-3 sports wagon in partnership with Lowe's Stockholm office.

CLIENT:

Saab Automobiles

STOCKHOLM | 2004–2005

## SUPERVISION STUDIO

**Founder, Creative Director, Manager**

I brought together a group of designers, developers and content marketing experts to form a remote design studio.

CLIENTS:

Humanscale, Leapfrog, REDLINE/, RoundContent

REMOTE/TORONTO | 2018– 2023

## BLAST RADIUS

**Art Director**

I helped lead the redesign of of BMW and MINI Canada sites and designed a digital branding application for Cadillac.

CLIENTS:

BMW, Mini, Aeroplan, Chapters/Indigo, Cadillac/GM

TORONTO | 2003–2004

## M4RK

**Independent Creative Director / Consultant**

As an independent consultant, I lead internal creative teams and consult for agencies like Critical Mass, Lowe, DeCode, Damashek Consulting and the UX Guys.

CLIENTS:

HP, DeCode, Saab, RoundContent

## CRITICAL MASS

**Department Head / Creative Lead**

I was fortunate to be part of the creative leadership and new business teams for one of the world's largest and most successful digital agencies.

CLIENTS:

HP, Mercedes-Benz, NASA, Nike iD,  
Nokia Vertu, UHC, Disney

CALGARY / TORONTO | 1998–2003, 2005

## DAMASHEK CONSULTING

**Creative Director**

I worked with Harris Damashek to establish and lead his remote design studio.

CLIENTS:

Accenture, Cisco, CareOne, Underground Eats

TORONTO / BROOKLYN | 2006–2012

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# Accolades

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## Education

**ALBERTA UNIVERSITY OF THE ARTS, 1991 - 1996, Calgary**

The AUA Design program is studio-based and deals with all aspects of graphic design including design fundamentals and advanced design theory, design history, typography, illustration, exploration, research preparation, and formal presentations.

**SCHOOL OF VISUAL ARTS, Milton Glaser Workshop, 1998, New York**

This intensive workshop focused on professional exploration, self observation, and problem solving as they applied to daily assignments and group projects. The classroom brought together an international group of professional designers and included lectures from prominent designers, photographers and illustrators.

## Awards

**ART DIRECTORS CLUB OF CANADA**

Silver - Clay Stang Photography

**ONE SHOW INTERACTIVE**

Merit - Corporate Image (B2C):  
MINI Canada/MINI Showroom

**LIAA AWARDS**

Finalist -NASA.gov, (Public Service)

**GOLDEN AWARD OF MONTREUX**

Finalist Award Certificate - NASA Portal,  
(Culture, Knowledge and Science)

**WEBBY AWARDS**

People's Voice Award -NASA  
(Government & Law)

**CANNES CYBER LIONS**

Short List - Mercedes-Benz USA,  
MBUSA.com

**ASSOCIATION FOR INTERACTIVE MEDIA /**

Unica Personalization Excellence Awards  
Second Place - Mercedes-Benz USA,  
My Mercedes

**CLIO AWARDS**

Silver - Mercedes-Benz, MBUSA.com  
(Interactive, Consumer-Targeted Site)

**INTERNATIONAL AUTOMOTIVE**

**ADVERTISING AWARDS**

Merit - Mercedes-Benz, MBUSA.com

**Next Steps**

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**Stand for  
Something  
or You'll  
Fall for  
Anything.**

– Mark Abernethy