Mark Abernethy

**Profile**

With over 15 years in the creative industry, I specialize in Brand Strategy, Visual Identity Design, Creative Direction, Motion Graphics and User Experience Design. I have a strong focus on Crypto, Web3, and Blockchain Technology.

I excel in working on creative projects from initial discovery to final execution, aligning with brand vision and executing strategy.

My experience includes working with global brands like: Mercedes-Benz, NASA, BMW, Mini, Cadillac, Saab, Nike iD, Accenture, HP, and HelloCrypto.

I am passionate about design, branding, and animation, with a proven ability to meet tight deadlines and solve complex creative problems.

**Professional Experience**

**HelloCrypto** | Creative Director / Co-Founder | Toronto, Canada | 2021 – Present

* **Brand Development**: Spearheaded the creation of a distinctive brand identity for HelloCrypto, focusing on crypto and Web3
* **Team Leadership**: Directed a team of designers, animators, and photographers to produce visual design imagery and motion graphics, upholding brand guidelines and high standards of creative excellence

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PORTFOLIO: <https://m4rk.com/>

* **Content Management**: Managed an international team of writers for HelloCrypto.com, focusing on cryptocurrency-specific content
* **Strategy Implementation**: Managed content strategy and implementation, aligning with an Omni-channel marketing approach

**SUPERVISION Studio** | Founder, Creative Director, Manager | Remote/Toronto | 2018 – 2021

* Established and led a remote design studio, streamlining production processes for efficiency and brand consistency
* Provided creative services across multiple channels, ensuring an integrated brand experience for clients like Humanscale, Leapfrog, and REDLINE/

**M4RK** | Independent Creative Director / Consultant | 2021 – Present

* Collaborated with agencies including Critical Mass, Lowe, DeCode, Damashek Consulting, and the UX Guys on high-priority digital design, e-commerce, gaming and brand identity
* Played a key role in team development and mentorship, fostering a positive and innovative team culture

**Critical Mass** | Creative Director / Art Director | Toronto / Los Angeles | 2013

* **Project Leadership**: Led a task force to redesign and rearchitect HP's enterprise B2B site
* **Client Portfolio**: HP and HP for Business

**Damashek Consulting** | Creative Director | Toronto / Brooklyn | 2006 – 2012

* **Studio Leadership**: Co-founded and managed a remote design studio
* **Client Relations**: Worked with clients such as Accenture, Cisco, CareOne, Underground Eats

**Lowe & Partners** | Creative Director | Stockholm | 2004 – 2005

* **Campaign Direction:** Led the digital marketing campaign for Saab's 9-3 sports wagon launch
* **Client Focus:** Saab Automobiles

**Blast Radius** | Art Director | Toronto | 2003 – 2004

* **Design and Direction:** Played a key role in redesigning the BMW and MINI Canada websites and developing a digital branding application for Cadillac.
* **Client Collaboration:** Worked closely with BMW, Mini, Aeroplan, Air Canada, Chapters/Indigo, Cadillac/GM

**Critical Mass** | Department Head / Creative Lead | Calgary / Toronto | 1998 – 2003, 2005

* **Creative Leadership**: Played a crucial role in the creative leadership and new business teams
* **Account Management**: Managed accounts for clients including HP, Mercedes-Benz, NASA, Nike iD, Nokia Vertu, UHC, Disney

**Education**

**Alberta University of the Arts** | Visual Communications Design | Calgary | 1991 - 1996

* Engaged in a comprehensive design program, gaining skills in typography, illustration, and design theory

**School of Visual Arts** | Milton Glaser Workshop | New York | 1998

* Focused on professional exploration and problem-solving in design, working alongside a diverse group of international designers

**Skills**

* **Design Tool Expertise:** Proficient in Figma, Adobe Illustrator, Photoshop and After Effects
* **Creative Problem-Solving:** Strong skills in ideation, conceptualization, and creative solutions, especially in branding, ux design and animation
* **Omni-Channel Marketing:** Experienced in creating cohesive brand experiences across various platforms including digital media, social media, advertising and print applications
* **Strategic Brand Development:** Skilled in developing and executing brand strategies that resonate with diverse audiences
* **Cross-Functional Leadership:** Proven ability to lead and collaborate with cross-functional teams, ensuring alignment on creative direction and project goals
* **Project Management:** Expertise in overseeing projects from conception through to execution, ensuring timely delivery and quality output
* **Team Mentorship:** Committed to fostering a positive team environment and supporting the professional growth of team members
* **Client Relationship Management:** Strong experience in building and maintaining relationships with clients, stakeholders, and external agencies
* **Visual Communication:** Expert understanding of composition, typography, color theory, and visual storytelling
* **Innovative Design Thinking:** Ability to apply innovative design thinking to solve complex challenges in a fast-paced, evolving industry

**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