

MARC MARSICO

GRAPHIC DESIGNER

Contact

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Location: Los Angeles, CA 90045

Portfolio: marc-marsico.com

Career Summary

Los Angeles-based graphic designer with 14+ years of experience delivering reliable, creative, and impactful content for both web and print. Demonstrated success in collaborating with clients and management to create brand identity and innovative digital designs.

Professional Experience

Graphic Designer | Printing Matters | April 2024 - Currently Working

- Managed a print shop in Burbank
- I provided design and Printing services for clients.
- Updated company website, printingmatters.net. Designing new graphics and adding new products and services.
- Designed and printed large format vinyl banners, Standup banners and step and repeats
- Printed on various 3-D objects using the XANTÉ X-33 UV Inkjet Flatbed Printer

Senior Graphic Designer | Website Depot | Nov 2016 - June 2023 (6 years 8 months)

- Designed and delivered 81 vector logos, contributing to the brand identities of diverse clients.
- Created engaging and visually appealing websites, including landing pages, e-commerce platforms, and redesigns.
- Developed compelling content for clients' social media pages and successfully executed digital marketing campaigns.
- Managed a remote team of 2 Jr. designers, effectively delegating projects based on their skill levels and providing training and guidance through Zoom meetings.
- Established and managed a wholesale account with a full-service printing company, expanding service offerings to include print design and ensuring seamless coordination between design and production teams.
- Led all corporate graphic design initiatives for Website Depot and its affiliates, ensuring consistent branding across various platforms.

Graphic Designer - Webmaster | Basic Products | Jul 2014 - Oct 2016 (2 years 4 months)

- Led the design, programming, and successful launch of 2 websites: bazicproducts.com (company site) and bazicstore.com (e-commerce site).
- Designed their printed catalog for 1300+ products, maintaining consistent size & image quality
- Produced high-quality product photography, ensuring visually appealing representation across catalog and online platforms.
- Managed the design and production of office stationery items, including employee business cards and letterheads.
- Collaborated closely with the marketing team as a digital designer, creating impactful banners, animated gifs, newsletters, mailers, and other promotional content.

Graphic Designer | Copyland Printers | Apr 2010 - Jul 2014 (4 years 4 months)

- Delivered comprehensive web design services to clients, exceeding expectations in terms of aesthetics and functionality
- Developed and launched the company website, onedaycopy.com, showcasing the range of services and driving customer engagement.
- Created and implemented user-friendly micro-sites, empowering business clients to access and customize print materials, such as employee business cards and letterheads.
- Utilized XMPie/SQL server web services to create and publish CrossMedia Marketing content and mailers, resulting in enhanced marketing effectiveness.
- I provided desktop publishing services for clients & walk in customers.

Education

Academy of Art University

San Francisco, CA

BFA Digital Arts & Communications

Hard Skills

Logo Design and Branding

Web Design

UI Design

Landing Page Design

Marketing Campaigns

Social Media Graphics

Color Correction

Product Photography

Photo Restoration

Printing

Packaging Design

Large Format Printing

Apparel

Software

Adobe Suite (Photoshop, Illustrator, InDesign, Dreamweaver, XD and Firefly)

Sketch

Figma

Microsoft Office

Keynote

General Computer Skills

Customer/Technical Support

Hardware Installation

System Maintenance

Proficient in Mac & PC