





MARK
DALEY
Graphic Designer

 Atlanta, GA
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 404.514.4335
 markdaley.net

EDUCATION

University Of West Georgia
Bachelor of Fine Arts, Graphic Design// 2010

SKILLS

Adobe CC

Illustrator ●●●●●●●●●●
Photoshop ●●●●●●●●
InDesign ●●●●●●●●
Bridge ●●●●●●●●●●
Acrobat ●●●●●●●●●●
CAD Tools ●●●●●●●●●●

Experience With

Procreate
Google SketchUp
Corel Draw

INTERESTS

Illustration Dining
Music Fitness
Film Sports

ME

A passionate visual communicator with an exceptional eye for detail. With over 5 years of industry experience and background as a fine artist, I am able to deliver innovative creative solutions across multiple platforms including conceptual art, digital, print and three-dimensional design.

EXPERIENCE

Senior Designer// 2017-Present

41 South Creative, Marietta, GA

- Spearheaded conception, management, and delivery of various wayfinding and environmental design projects for corporate facilities and local vendors.
- Lead design team to ensure client brand standards were upheld while delivering the most effective and creative solutions.
- Collaborated with Director to develop full internal brand refresh covering logo, typography, design standards, imagery, layouts, and collateral to more effectively communicate the shift in identity.
- Facilitated usage of new software tools to further develop design efficiency and improve project turn around times.

Graphic Designer// 2014-2017

Denyse Signs, Douglasville, GA

- Collaborated with sales and production teams to deliver high quality branding and technical design solutions for residential and commercial roll out.
- Used a combination of hand sketch, computer modeling, and technical specifications to interpret and bring to life client visions effectively by way of concept art, digital, and production engineer ready drawings for signage and architectural elements.
- Delivered creative solutions to meet client needs and desires while managing code and site restrictions, fabrication considerations, and deadlines while staying within budget constraints.

Graphic Design Intern// 2010

Denyse Signs, Douglasville, GA

- Facilitated implementation of new font system.
- Designed logos and map layouts.