



# YVONNE MARKI

GRAPHIC DESIGNER / ARTIST / ART DIRECTOR

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## EDUCATION

### BACHELOR OF FINE ART GRAPHIC DESIGN

Rowan University  
2008 – 2012

## QUALITIES

### PRACTICAL SKILLS

Art direction  
Branding and identity  
Editorial design  
Environmental graphics  
Illustration  
Typography  
Photography  
Photo-retouching  
Print Production  
Prepress & Preflight  
Project Management  
File-organization and archiving  
Editing and Proofreading

*Knowledge of*

Web Design  
Video and editing  
Interactive design  
Marketing

### TECHNICAL SKILLS

Mac and PC  
InDesign  
Illustrator  
Photoshop  
Word  
Powerpoint  
Excel  
  
*Knowledge of*  
Ceros Design Studio  
Premiere Pro  
Final Cut Pro  
Wordpress

## EXPERIENCE

### GRAPHIC DESIGNER

CAPITAL HEALTH / 2020 – 2021

Supported the Capital Health Marketing and PR Department in design, development and production of creative projects for the entire health organization. Projects consisted of newsletters, brochures, billboards, signage, newspaper and magazine ads, flyers, posters, promo items, print and direct mail collateral, social media art and other web graphics. Ensure compliance with brand guidelines. Prepare files for printing and oversee production. Managed and archived design files. Developed an improved organizational system for new and historical files.

### ASSISTANT ART DIRECTOR AND STAFF PHOTOGRAPHER

WAINSCOT MEDIA / 2015 – 2018

Assisted the creative director and editorial team with editorial layout designs for 30+ custom magazines. Photographed editorial and advertorial subjects and events. Art directed photoshoot for men's fashion feature. Hired freelance models and photographers as needed. Developed interactive digital magazine layouts with Ceros Design Studio.

### GRAPHIC DESIGNER

TAKASAGO INTERNATIONAL CORP. (USA) - FLAVOR DIVISION / 2014 – 2015

Designed presentations, packaging labels, displays, customer demos and tasting handouts for the Marketing and Creative team. Supported other marketing and advertising activities.

## FREELANCE

### GRAPHIC DESIGNER

MATHEMATICA / 2021 – CURRENT

Responsible for data visualization, document layout, illustrations for client driven projects. Interpret research presentations and data to inform and develop illustrations. Apply accessibility standards to documents and illustrations. Develop brand identities for new projects. Apply and maintain Mathematica brand standards.

### GRAPHIC DESIGNER

REBECCA BINNENDYK / 2018 – 2021

Development of brand identity for Rebecca Binnendyk (singer, voiceover actress, and entertainer). Designed digital album cover and booklet for album release. Created promotional materials for various projects including business cards, logos, postcards, flyer, merchandise, USB card, social media graphics, newsletter header and website landing page header.

### GRAPHIC DESIGNER

MATT BAKER / 2015 – 2021

Designed brand collateral for Matt Baker (pianist & photographer). Created CD album, inserts, brochure, logos, flyers, and web implementation. Social media assistant documenting the creation of studio sessions.

### GRAPHIC PREPRESS DESIGNER

IMPACT XM / 2020

Supplied production files for fabrication to Graphic Production Department and outside vendors. Collaborated closely with project managers and production to ensure quality and delivery of products. Conducted preflight procedures in order to construct final press-ready files based on supplied specifications for machine cut and various types of large-format ink jet and offset printing. Maintained accurate archived and inventoried art for reference and future projects.

### ART DIRECTOR

LES CARATS PRESS / 2015 – 2019

Develop and execute creative editorial layout designs for biannual luxury lifestyle magazine. Collaborated with the Editor-in-Chief to create brand identity and article topics. Oversaw and managed implementation across website, newsletters, social media graphics, and coordinate promotional printed materials such as media kit and sales materials while staying within budget.

### GRAPHIC ARTIST AND ILLUSTRATOR

RUSSELL S. WARREN JR.,  
ATTORNEY AT LAW / 2013 – 2015

Created demonstrative and effective exhibit boards for civil trials. Working in partnership with attorney and client.