



## BRAND IDENTITY DESIGNER



## CAPABILITIES

- CREATIVE DIRECTION
- BRAND DEVELOPMENT
- IDENTITY SYSTEMS
- ILLUSTRATION
- LAYOUT DESIGN
- STYLESCAPES
- LOGOTYPE DESIGN
- PHOTOGRAPHY
- UI / UX DESIGN
- RESPONSIVE DESIGN
- TYPESETTING



## TECH SKILLS

- ADOBE CREATIVE SUITE
- BALSAMIQ
- BIG CARTEL
- CMS DEVELOPMENT
- DRUPAL
- HTML / CSS
- MAGENTO
- JOOMLA
- SHOPIFY
- SQUARESPACE
- WORDPRESS
- WOOCOMMERCE



## ACCOLADES

- ART DIRECTORS CLUB  
"DESIGN DERBY" WINNER
- ECREATIVE SITE OF THE MONTH
- LOGO LOUNGE NOMINEE
- SPOTLIGHT ON BROADWAY  
BEST ORIGINAL ARTWORK



## LANGUAGES

- ENGLISH
- SPANISH
- PORTUGUESE



## PROFILE • Marqus Aycart

Greetings I am a creative with a professional career spanning 20 years. As a goal oriented and results driven individual, I have proven to be a valued asset for every organization I have worked with. Fast paced, organized, conceptualist, formulator, engaging pitcher, strategic thinker, and creator of balance between business and creative solutions. These skill sets have allowed me to propel small and large organizations alike in establishing their brands, increase revenue, and engage their target audiences. My goal is to continue my creative pursuits, consistently grow, and be an effective collaborator and leader through my keen ability to execute and deliver results in an efficient out-of-the-box style.



## EXPERIENCE

### Creative Onboarding Leader • June 2020 - Present

#### ELEKTRIK DREAMS Web Hosting & Tech Support Solutions

Leader for brand new position in web hosting and technology solutions. Tasked with creative direction and education of new clients on all levels from novice to expert. Supporting the transition to web environment and providing creative relief and expertise to bridge gap from creative experience to technical. Tasked to help clients onboard and upgrade to better solutions to ensure brand positioning within host and internet environment and allow for financial growth. **Specific Tasks:** Hosting & DNS Setup, Web Migration, Domain Setup, Nameserver Configuration, Record / TXT Setup, SSL Certificate Integration, Database & MySQL Setup, PHP Configuration, CPanel setup & Adjustments, WHM Management, CMS Setup and Management, Branding Setup, Basic SEO integration, Google Analytics Setup, Content / Asset Integration, UI/UX review and Setup. **Notable Clients:** Wesbuilt, Brosna Construction, Venture Couriers, WEForum Group, Death Kiss Brand, Plantly®.

### Senior Design Associate • December 2017 - April 2020

#### INGKA GROUP (IKEA U.S.) Furniture Retail Company

Responsible for the consultation, design, and development of custom store interiors and environmental design. Supporting marketing department in special events i.e. Food Network's Wine & Food Festival. Development of internal / external signage, seasonal special events collateral, implementing brand guidelines, promotional items, event collateral and information graphics. **Specific Tasks:** Use of Adobe Creative Suite (Illustrator and Photoshop), Receipt of corporate assets and preparation, development of large store graphics, design and development of internal hanging signage, end-cap graphics, infographic development for staff and retail customers, staff incentivization / morale booster graphics, milestone / celebration graphics both print and media for staff. **Notable Clients:** Food Network, Waverunner PR, New York City Wine & Food Festival, Rachael Ray, Anne Burrell, Red Rooster NYC, Perception Media

### Creative Director / Founding Partner • June 2009 - December 2017

#### FUTURE AMAZING Brand Identity + UI/UX Design Agency

Responsible for sales overview, marketing, advertising, full execution of projects, project management, financial allocations, budget meetings, staff training, education, concept and final pitches; direction and execution from assets to final refined project and experience. **Specific Tasks:** Matrix Development, Mood Boards, Style Guides, UI Kits, Lead UI / UX, Name Ideation, Logo Conceptualization, Identity Systems, Brand Campaigns, Startup Planning / Actualization, Coding (html / css), CMS Web Design & Development, Responsive Web Design & Development, employee training. **Notable Clients:** J.T. Magen (New York + Chicago), Archstone Builders, SPK Lewis, Interenergy, Woolley Fuel Company, HPNG, NHBG, HairUWear, Woolrich, APLUSI, MTV-U, 40/40 Club, The Caraway Group, Icla DaSilva Foundation.

### Chief Creative Officer • October 2009 - October 2011

#### MTV-U (UMONKEY PROJECT) Guerilla Social Media Collegiate Website

Responsible for the overall look and feel of marketing, media, and branding. In charge with managing, developing, and leading the team of creative / art directors, designers, and copywriters. Worked closely with chief financial officer, ensuring budget specific tasks and overall budget constraints. **Specific Tasks:** Employee training, guerilla campaign management, viral video project management, the design and development of over 15 branded CMS websites (each relating to top universities / colleges), mascot design and production, photo shoots, event planning, account management.

### Freelance Graphic Designer • October 2007 - October 2009

#### TRACK ENTERTAINMENT Media & Entertainment Company

Worked on **Havainas Footwear** account as senior designer for Fashion Week New York. Worked on Interior Design mockups and staging utilizing Micro Suite, Trade Booth Displays and setup, Signage / Banners, Web Graphics and Landing Pages. Worked on UI / UX for subsidiary brand **Noche Latina**. Worked on **Kodak Films** account for guerilla campaign developing murals and banner graphics.

### Freelance Graphic Designer • October 2002 - October 2007

#### AVENUE A / RAZORFISH Interactive Agency

Worked on **Martha Stewart Apprentice** account as designer and developing brand application guidelines, advertising collateral such as billboards and print material. Worked on **Pepsi Style** project, a follow-up to their Pepsi Music campaign, responsible for logo mockups, concepts, identity systems and style guides.



## EDUCATION

### Bachelor of Fine Arts • September 1997 - June 2002

#### RUTGERS UNIVERSITY Undergraduate School

Major: Graphic Design; Minor: English



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