



Mark Falconer | 603 NW 83rd Street | Seattle, Washington 98117
206.380.3670 | mark@falconerdesignstudio.com | www.falconerdesignstudio.com

I am a flexible, team-oriented professional with extensive experience in the print and web design fields. I have a strong work ethic, as well as a professional and friendly demeanor. I enjoy working as part of a dynamic team, conceptualizing, multi-tasking and meeting new challenges.

DESIGN CAPABILITIES and SKILLS INCLUDE:

Print:

- Professional execution of all areas of print design
- Implementation of client brand
- Experience working with direct marketing files that use variable data
- Design and Production of print collateral and magazine and advertisement layouts

Technical:

- Proficient with Adobe CS4, Microsoft Office
- Experience working on Mac and PC platforms

Web:

- HTML/XHTML/CSS
- Basic Flash, PHP Includes and JavaScript
- Design and development of websites
- Wordpress
- Design and development of: Colors Schemes/ Information Architecture/Wireframes/ Visual Design/Protosite/Production
- Developed UX and UI for websites
- Design of Microsites, Emails, Landing Pages and Response Capture sites

EXPERIENCE

Freelance Junior Web Designer, 2009 – Present

Falconer Design Studio; Seattle

Design, produce, develop, manage and maintain websites:

- **Greenwood Elementary School – www.greenwoodpta.org**
Complete redesign of existing website from the bottom up. With PTA approval of the new website, I was able to launch the summer before the 2009-2010 school year.
Designer/Developer/Webmaster of complete website
Color Schemes/Information Architecture/Wireframes/Visual Designs/Protosite
HTML/CSS/Javascript
UX/UI Development
- **Bevo's Flies – www.bevosflies.com**
Website created for retired couple to help promote their fly tying services.
Designer/Developer/Webmaster of complete website
Color Schemes/Information Architecture/Wireframes/Visual Designs/Protosite
HTML/CSS
UX/UI Development
- **Information Technology Department, Seattle Central Community College
www.seattlecentral.edu/~itprogs/**
Redesign of existing college website during Advanced Web Design course. I had worked as part of a team of designers and one developer. We developed this new site using CMSMS.
Designer - Created Client Staging Area and was lead implementer of design ideas
Project Manager - Oversaw complete project, communicated with client and presented ideas
Color Schemes/Information Architecture/Wireframes/Visual Designs/Protosite
HTML/CSS/Javascript
UX/UI Development

View more web design work and my design process at: www.falconerdesignstudio.com



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Freelance Graphic Designer, 1999 – Present

Falconer Design Studio & Creative Agencies; Seattle

- Experience working with small and large design firms while executing all forms of graphic design
- Design and production of an array of print collateral for: architectural, healthcare, commercial, retail, educational, technology, publishing and non-profit businesses

Clients include(d):

Burke Museum, Merkle, Callison, Methodologie, Regence BlueShield, Airborne Express, Brooks Sports, Hornall Anderson Design Works, Copacino, Elgin DDB, McCann Erickson, Sea Fare Expositions, and others

Graphic Designer, 2007 – 2008

HackerGroup; Seattle

- Produced high-volume of direct marketing work for large agency
- Designed Microsites, Emails, Landing Pages and Response Capture sites for various clients
- Collaborated with Art Directors and Writers as lead designer

Clients included: AT&T - Wireless Divisions, Carnival Cruise Lines, Netflix, Comcast - B2B, World Vision, Kaiser Permanente, Emblem/GHI/HIP Healthcare, The Standard (California Teachers Association), Hyatt Hotels and others

Graphic Designer, 1992 – 2005

Phinney/Bischoff Design House; Seattle

- Supported creative design team for small firm as production artist of brochures, brand guidelines, environmental graphics and advertisements

University of Washington Alumni Association; Seattle

- Created over 200 hundred yearly alumni association event print collateral pieces
- Designed web graphics for each alumni event

Waterfront Press Publishing, Diversified Business Communications; Seattle

- Managed a small team of designers and illustrators
- Layout and design of editorial and advertisements for 10 different industry publications
- Designed first website for Alaska Fisherman's Journal

The New Mexican Newspaper; Santa Fe, NM

- Designed advertising, promotional materials and special sections for daily newspaper

EDUCATION and PROFESSIONAL DEVELOPMENT

Seattle Central Community College – June 2010

- Web Design Certificate & Professional Development

School of Visual Concepts & University of Washington

- Professional Development
Management, Typography and Dreamweaver

The Art Institute of Seattle

- Associate of Applied Arts in Visual Communications

MEMBER

The Seattle Web Design Meetup Group

The Seattle Web Technology Meetup Group