

MARCO

Marco Vides
Art Director & Graphic Designer

(213)595-8206
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Qualifications

Art Director with serious design chops, but also a conceptual thinker. I bring passion and focus to every project, whether that be coming up with a campaign, creating online content or resizing a print ad. Proficient in Adobe Illustrator, InDesign, Photoshop and MS office Suite. I also have an understanding of HTML, CSS and how digital platforms are built.

Client Roster

General Motors, Mattel, Covered California, Clorox, Kaiser Permanente, Army, Bacardi, Grey Goose, Cazadores Tequila, Los Hermanos Vineyard, Abbvie, Martini, LAPD, PepsiCo, HP, Pepsi, MasterCard Worldwide, Aunt Jemima Frozen Foods, Unilever, Carls Jr., Waste Management, Got Milk, Disney Interactive, Electrolux, Frigidaire, Motorola, and Verizon Wireless.

Work Experience

The Axis Agency

Jr. Art Director
2013-present

As the Jr. Art Director I am in charge of the overall visual appearance for all elements of an assigned project and how it communicates visually, stimulates moods, contrasts features, and psychologically appeals to the user experience. A visual craftsman of ideas, I am not only an artist, a problem-solver, a thinker, a strategist and an idea maker, but also an envelope pusher – ever searching for that better, brighter idea.

Weber Shandwick

Sr. Digital Designer
2009-2013

As the Sr. Digital Designer at Weber Shandwick I was responsible for designing, producing and maintaining digital media for a variety of purposes, following industry best practices. I produced content, managed web sites, created facebook posts and apps, landing pages, email blasts and other digital assets to support our client's online marketing campaigns. I worked closely with programmers and the account teams to produce content that provided maximum exposure and conversions for all our clients.

Six Degrees Marketing Los Angeles

Freelance Graphic Designer
2008-2010

As the Graphic Designer I was responsible for working with the Creative Director on design, layout and formatting of projects using strong conceptual thinking, design skills, typography and photo imaging.

Education

California State University Northridge

Bachelors of Arts with an emphasis in Graphic Design
2005-2008

Los Angeles City College

Associates Degree in Liberal Arts
2001-2005