

Mark Gumayagay

CONTACT

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APPLICATIONS

photoshop
illustrator
imageready
indesign
flash
dreamweaver

EDUCATION

UCLA Extension

Westwood, CA

Certificate Program in
Computer Graphics
2000

Loyola Marymount University

Los Angeles, CA

Bachelor of
Business Administration
1996

REFERENCES

available upon request

QUALIFICATIONS

- » Over 10 years of experience conceptualizing designs and presenting to management and client.
- » Versatile and able to adapt creative concepts to various mediums (web design, print, collateral, corporate identity/branding, point-of-sale, etc.).
- » Excellent working knowledge of website user interface design, browser/html limitations, optimization of graphics for online use, branding and product marketing.
- » Motivated Art Director and team player with excellent attitude, strong communications skills and attention to detail and business/creative goals.

EXPERIENCE

Ticketmaster Art Director

West Hollywood, CA

9/06 - present

- » Responsible for leading a team of designers within the Creative Department, providing art direction and managing workflow and deadlines on multiple, simultaneous projects.
- » Collaborate with Product and Marketing to conceptualize and design new features for existing site and future site development.
- » Lead Designer on a variety of consumer and client-facing projects such as the iTunes Free Music campaign, Ticketmaster Mobile Application for the Blackberry, Ticketmaster Account Manager, NFL/NHL TicketExchange, and other Marketing campaigns.

Entertainment.com Designer

West Hollywood, CA

7/05 - 8/06

- » Responsible for creating and producing graphical and product designs including websites, email communications and associated customer-facing and client facing products.
- » Collaborated with Product and Technology to develop site functionality and product features that drive customer acquisition and retention.
- » Successfully designed and executed the site redesign of Entertainment's book sales website including look and feel, UI and navigation.
- » Instrumental in the site redesign and development of Entertainment Rewards ecommerce site.

Citysearch.com (a division of IAC) Designer

West Hollywood, CA

2/00 - 7/05

- » Solely responsible for the art direction and graphic design needs for Citysearch's Marketing Department including UI and site enhancements, online/offline advertising campaigns, promotional materials, direct mail and collateral.
- » Managed design projects and outside vendors from conception to completion under tight deadlines and budget restraints.
- » Work closely with Product and Technology to create design solutions for proper implementation.

North Communications, Inc. Designer

Marina del Rey, CA

8/97 - 2/00

- » Created new designs and graphics for corporate website, online/offline advertising and marketing and collateral materials.
- » Collaborated with creative team and photographers to design and produce artwork for marketing and promotional materials.
- » Provided proposal layouts and designs for corporate contracts under tight deadlines.