

RESUME

mark rangel

ART DIRECTOR GRAPHIC DESIGN

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Portfolio: markrangel.com

Current Goal

I seek to advance my career as an Art Director with the experience and versatility I have gained from over 25 years of branding, advertising and editorial design work. I currently work for a design studio specializing in branding and advertising for clients ranging from fashion to real estate and banking, as well as branding and packaging for a new product line for a dermatology group in New York City. I am always keen to take on new challenges in the field of design and have always found it the best way to learn and improve my craft.

WORK EXPERIENCE

Jan 2010 – present

Art Director/Designer
Colbert MD / New York Dermatology Group (New York, USA)
Design Director

- Brand development, conceptualizing and design packaging, marketing, display and promotional items for their Colbert MD line of skin care products
- Conceptualizing, designing and producing ads, websites, brochures, signage and other promotional material for the Dermatology Group.

Oct 03 - present

Michael Cooper Inc / Point C Studios (New York, USA)
Design Director

- Designing and developing brand identity for new companies
- Conceptualizing, designing and producing ads, websites, brochures, signage and other promotional material for our clients
- Liaising with clients as well as production associates
- Directing and styling photo shoots for advertising materials
- Liaising with fashion photographers, stylists and hair and makeup professionals for our fashion clients
- Formulating proposals for new contracts and presenting them to potential clients
- Developing ideas for promotional events

Jun 02 - Oct 02

PanPacMedia.com - NewMan magazine (Singapore)
Creative Director

- Conceptualized, designed and launched this new magazine for men
- Organized and established a computer-to-plate production environment for the magazine
- Interviewed and hired a team of designers for the department

Oct 00 - Jun 02

MPH Magazines - Female magazine (Singapore)
Art Director/Head of Department

- Singapore's leading women's fashion and beauty magazine
- Managed a team of designers and delegated workflow within the department
 - Directed and styled photo shoots for personalities and editorial stories
 - Liaised with fashion photographers, stylists and hair and makeup artists for fashion spreads

Feb 97 - Oct 00

MPH Magazines - Contract Publications Department (Singapore)
Art Director/Head of Department

- Managed the art department and supervised all design work for the various publications.
- Redesigned the department's flagship publications:
 - *Silver Kris*, the In-flight magazine for Singapore Airlines
 - *Changi*, the magazine for Singapore International Airport
 - *The Arts Magazine*, a publication for the Esplanade, the Singapore Arts Centre
- Formulated proposals for new contract titles and presented them to potential clients

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<p>Aug 95 - Jan 97</p> <p>Jul 93 - Apr 95</p> <p>Sept 92 - Jul 93</p> <p>Dec 90 - Sep 92</p> <p>May 90 - Dec 90</p>	<p>PanPac Media - etc magazine and MAX magazine (Singapore) Art Director etc was one of Singapore's premier entertainment magazines and MAX, it's first teen music magazine</p> <ul style="list-style-type: none"> ▪ Conceptualized, designed and launched MAX magazine ▪ Managed the art department and supervised all design work ▪ Conceptualized layouts for special feature stories for both magazines ▪ Selected celebrity photos for use and coordinated purchase and usage of these photos for both magazines <p>Zouk Management Pte Ltd - Zouk Club (Singapore) Art Director Singapore's award winning and internationally acclaimed, premier night club</p> <ul style="list-style-type: none"> ▪ Designed finishes and selected materials and decor as well as oversaw all creative aspects of the setting up of 'Velvet Underground', a new venue within the club ▪ Head of the art department and responsible for all creative work ▪ Developed ideas for promotional events and produced flyers, ads, posters as well as props and decorations for all events ▪ Coordinated technical upgrades for the art department with necessary hardware and software programs for graphic purposes <p>SBC Enterprises Pte Ltd - 8 Days magazine (Singapore) Art Director Singapore's best-selling and longest running weekly entertainment magazine</p> <ul style="list-style-type: none"> ▪ Managed the art department and supervised all design work ▪ Conceptualized layouts for special feature stories ▪ Coordinated photo shoots and selected celebrity photos for use <p>Zouk Management Pte Ltd - Zouk Club (Singapore) Design Coordinator</p> <ul style="list-style-type: none"> ▪ Designed interior detailing and selected materials and decor as well as coordinated with the architects and contractors on interior and exterior finishes made to the club ▪ Produced all design work, namely flyers, posters, ads as well as props and decorations for special events <p>Abraxas Designs Pte Ltd (Singapore) Designer A designer interior gallery that introduced Memphis, Philippe Starck, Ingo Maurer and the classic works of Le Corbusier and Isamu Noguchi to the Singapore market</p> <ul style="list-style-type: none"> ▪ Designed brochures, ads and invitations for sales and exhibitions ▪ Conceptualized and produced window displays for the gallery 	<p>EDUCATION & QUALIFICATIONS (Singapore)</p> <p>1999 Computer Animation Specialist Program - Nanyang Polytechnic 1993 Developing Team Leadership - Singapore Institute of Management 1992 I.T. Program For Office Workers - I.T. Power, Systems Education Centre 1984 GCE A Levels - Our Lady Of Lourdes School 1982 GCE O Levels - St. Patrick's School</p> <p>COMPUTER KNOWLEDGE</p> <p>Apple Macintosh: Adobe CS - InDesign, Photoshop, Illustrator and Flash Quark XPress, Microsoft Office</p>	<p>INTERESTS</p> <p>All things design related, collecting cult objects, fine art photography art & architecture, music, fashion, magazines, movies and travel</p>			
<p>REFERENCES</p>	<table border="0"> <tr> <td>Michael Cooper President Point C Studios New York, USA</td> <td>Margot Lewis President Platformmedia New York, USA</td> <td>Agatha Koh General Manager PanPacmedia Singapore</td> </tr> </table>	Michael Cooper President Point C Studios New York, USA	Margot Lewis President Platformmedia New York, USA	Agatha Koh General Manager PanPacmedia Singapore		
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