

Mark Strong
Dallas, TX
Phone: 214.897.4758
Email: designeth2012@gmail.com
Website URL:
<https://mstrongdesign.com>



LinkedIn:
[linkedin.com/in/mark-strong-883048188/](https://www.linkedin.com/in/mark-strong-883048188/)

Experience	2022-2024	Planet Technology	Irving, TX
		Senior Motion Graphic Designer / Digital Designer / Video Editor	
		<ul style="list-style-type: none">• Worked as a Motion Graphic Designer, Video Editor and Digital Designer for in-house team including creative directors, writers and designers.• Used animation, video editing, graphic design and audio skills to produce explainer videos, financial wellness videos, sizzle reels and audiograms.• Designed and animated paid social ad units for YouTube, Instagram and Facebook including HTML5 banner animations.• Designed and Developed interactive digital sites for a global platform using the Ceros online web design platform.	
	2015-2022	D3 - Frito-Lay	Plano, TX
		Motion Graphic Designer / Graphic Designer / Video Editor	
		<ul style="list-style-type: none">• Worked full-time as a Motion, Video and Graphic Designer at Digital Advertising Agency for clients such as Lays, Doritos, Funyuns, Smartfood, Cheetos and Tostitos.• Animated paid social ad units for YouTube, Instagram and Facebook.• Developed HTML5 banner animations for Lays, Tostitos, Funyuns and Smartfood brands.• Worked with the creative team to brainstorm ad concepts and comp up executions for presentation.• Used video editing skills to design and edit sizzle reels for internal and external deliverables.	
	2012-2015	Capital One	Plano, TX
		Web Designer / Graphic Designer	
		<ul style="list-style-type: none">• Contracted through Aquent for in-house creative department designing and developing emails using ExactTarget and Salesforce as well as developing mobile slideshows using HTML5.	
	2010-2011	Schematic / Possible Worldwide	Austin, TX
		Graphic Designer / Interactive Designer	
		<ul style="list-style-type: none">• Contracted through Aquent designing emails, landing pages, icons and motion graphic storyboards for Dell Home and SMB sectors.• Worked in teams conceptualizing ideas and prototyping for future business.• Designed and developed banners for new product launches and Alienware campaigns as well as other rich internet content such as landing pages, custom video players and web applications.	

2009-2010 **Advanced Micro Devices (AMD)** Austin, TX

Interactive Designer / Graphic Designer

- Worked on contract through Liaison Resources as lead Interactive Designer, main tasks included designing, developing and updating components for an in-house interactive department.
- Worked on many projects at once, designing HTML on the Microsoft SharePoint environment.

2007-2009 **Powered** Austin, TX

Interactive Designer / Graphic Designer

- Worked full-time in the Creative Services Department for Social Media Agency producing interactive training motion content for clients like Sony, HP and Motorola.
- Primary content creations included digital banners, slideshows, quizzes, custom training content and microsites.

2007 **Sapient Razorfish** Austin, TX

Graphic Designer / Interactive Designer

- Contracted through Aquent working on the Ameriprise Financial account. Art Directed and designed pages for the Dream-Plan-Track peripheral site.
- Assisted the lead Animation Developer in production and communicating the conceptual aim of the site ensuring the strategic look and feel was maintained.

2006 **IMC²** Dallas, TX

Graphic Designer / Interactive Designer

- Worked on contract for clients such as Claritin, Clairol, Hanes and Procter & Gamble as a Graphic Designer and Interactive Designer.
- Conceptualized and designed web pages, banner ads and landing sites with regard to corporate and brand guidelines.

Other agencies where I've contracted or freelanced for Graphic Design and Motion Graphics include GSDM, Moroch Partners, T3, BlackBird Agency and Frog Design.

Education

2002-2004 **Miami Ad School** Miami, FL

- Studied Design, Art Direction and Photography at world recognized portfolio program.

1997-2005 **University of North Texas** Denton, TX

- Bachelor of Arts in Advertising with a Minor in Marketing.

Special Skills

Primary software skills: Adobe After Effects, Photoshop, Illustrator, Premier Pro, Adobe Animate, Dreamweaver, Cinema 4D, Redshift, Red Giant Universe, Trapcode Effects Suite and InDesign. Code Knowledge: HTML5, CSS and ActionScript.