

MARCUS BESCHLOSS

GRAPHIC DESIGNER

BESCHLOSSDESIGN@GMAIL.COM

914-645-3293

KEY SKILLS

Adobe Creative Suite

Color theory

Composition

Illustration

iWork Suite

Layout

Logo creation

Marketing and branding

Microsoft Office Suite

Package / Display Design

Photography

Print Production

Shopify

Social Media Management

Ultimaker Cura

Typography

EDUCATION

PRATT INSTITUTE
Graphic Design
Bachelors Degree

PROFESSIONAL SUMMARY

Highly skilled, graphic designer with over ten years of experience working with clients in a variety of mediums, including print design and multimedia. Well-versed with most programs within the Adobe Creative Suite, particularly Illustrator, InDesign and Photoshop as well as a vast knowledge of typography. Effective time-management and problem-solving skills, allowing the completion of projects with minimal supervision and maximum cooperation with other members within a team. Possesses a high degree of creativity and familiarity with a variety of print and digital mediums.

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER

CAR TATTOOS DECALS LTD, Yonkers, NY | February 2022 – September 2023

- Consistently maintained graphic design work for 3 brands (Lethal Threat Apparel, Lethal Angel Apparel, Down N' Out Apparel) under main umbrella of Car Tattoos LTD.
- Worked with President of company directly on design projects including but not limited to apparel designs, marketing graphics, packaging design etc.
- Maintained website graphics and content.
- Cooperated with videographers & photographers to conceptualize and negotiate execution of visual material for brands website, social media and campaigns.
- Worked with appropriate facilities to produce print material.
- Created tech packs for apparel items and work with third party manufacturers in the design and construction of, but not limited to hats, hoodies shirts, decals and 3D emblems.
- Conducted and coordinate photoshoots for website, product shoots and social media.
- Maintained email campaigns on a daily basis to boost sales efforts.
- Liaised with PR staff to create social media campaigns and subsequent imagery.

DIRECTOR

ART XO STUDIO, Irvington, NY | July 2021 – February 2022

- Conducted art classes for a diverse population of children ages 2-16, in general art studies including mixed media, fine art, crafts, etc.
- Created web campaigns, graphic ads and various other marketing materials.
- Coordinated inquiries, requests and scheduling of all private events on and off site.
- Responsible for multiple assistant teacher assignments.
- Principle supervisor of students on-site.
- Oversaw all summer camp programs.
- Maintained upkeep of studio on a daily basis.
- Head of communication for studio operations.

GRAPHIC AND DIGITAL MEDIA MANAGER

BRIDGETON HOLDINGS, New York, NY | March 2017 - January 2020

- Consistently maintained graphic design work for 18 restaurants and hotels.
- Worked with F&B Directors on design projects varying from menus to social media content.
- Organized and executed photoshoots for hotels within the Bridgeton Portfolio.
- Coordinated with third party marketing firms to create graphic guidelines for hotels.
- Created brand guidelines and identities from conception to completion.
- Determined graphics elements utilized to give company material a cohesive look.
 - *Color schemes, typefaces, page layouts*
- Created Promotional Graphics for Hospitality/Marketing Sector of the Company.
- Liaised with PR staff to create social media campaigns and subsequent imagery for clients.
- Wo with videographers to conceptualize and negotiate execution of visual material.

CREATIVE MANAGER

C.JONES&CO, San Jose, Costa Rica | July 2015 - July 2016

- Created Promotional Graphics for Travel/PR/Marketing Sector of the Company.
- Liaised with PR staff to create social media campaigns and subsequent imagery for clients.
- Worked with videographers to conceptualize and negotiate execution of visual material.
- Worked with appropriate facilities to produce print material.
- Determined graphics elements utilized to give company material a cohesive look.
 - *Color schemes, typefaces, page layouts*

GUEST SERVICES

GANSEVOORT HOTEL GROUP, New York, NY | February 2011 – May 2015

- Promoted to front desk staff from Guest Attendant.
- Cultivated relationships with repeat clientele in order to provide greater personalized service.
- Acted as ambassador of the hotel group at industry events.
- Fulfilled guest requests i.e. reservations, restaurant recommendations, transportation, etc.
- Responsible for delivery, receipt and shipping of guest packages.
- Conducted site inspections of the property to potential clients.