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## **ASPIRATION**

I am immensely interested in obtaining a career instead of a position. I want to establish myself in a design occupation with room for advancement, interesting obstacles, and creative challenges.

### **RECENT FREELANCE EXPERIENCE**

Freelance graphic designer and photographer, MARKDTAYLOR.COM LLC established in 1998, delivering complete design solutions and fast loading websites for a wide variety of clients

Pardeeville's 41st Annual Watermelon Festival – Promotional and environmental design

Jeff & Michelle Wipperfurth – Wedding photography

90 Degree Studios, Inc. – Website and assembly of company identity

Kitchen Works of Madison – Website

Atomic Hotrod LLC – Website

J. P. Cullen & Sons – Sales and marketing templates

International Academy Campus System – Complete company identity

Badgerland Books LLC – Layout of children's books, complete company identity and website

Columbia County Crime Stoppers – Informational brochure

### **PAST PROFESSIONAL EXPERIENCE**

Designer @ VTOM dot COM / Per project basis, hourly / April 2001 to April 2003 (2 years)

Design and develop client's websites and some minor artwork for company.

Art Director @ Hypercosm, Inc / Full-time, salaried / July 1999 to May 2001 (2 years, 10 months)

Design and implement all content for website, develop and program internet language to assist in the delivery of programming language and content developed by engineering and content departments and responsible for implementing marketing strategy.

Web Programmer @ Netphoria / Part-time, hourly / April 1999 to July 1999 (3 months)

Update and maintain website for wide varieties of clients, including new artwork.

Graphic Designer @ Alliant Energy / Full-time, salaried / June 1998 to April 1999 (9 months)

Develop projects from concept to completion with account executives for customers and inner-company personnel utilizing various media formats including brochure, flyer, and newsletter; design inner-company media.

### **CURRENT PROFESSIONAL EXPERIENCE**

Designer @ C-Store Systems / Full-time, salaried / July 2002 to now

Create and provide interesting and unique interior retail environments for a wide variety of clients including but not limited to signage, menu boards, lighting, suspended structures, and paint schedules. Create and update all sales and marketing literature such as promotional literature, sales books, websites, catalogs, service proposals and like for the entire state and Great Lakes region.

### **BEHIND THE DESIGN**

Classically trained in the arts of color, layout, and composition by the minds at Madison Area Technical College where it was so nice I graduated twice – once in communications and once in applied arts. First photography, then graphic design skills took hold in my head. After ten years of experience and a few years on my own as a freelance artist, I've come to design or photograph almost everything from brochures to websites and logos to shooting music events.

### **KNOWLEDGE**

Fluent using the Adobe products including Illustrator, Photoshop, and InDesign, QuarkXPress, the Microsoft suite of programs, as well as other design and web programs. Self-made web journeyman with primary skills in HTML, functionality, and site architecture. I am comfortable around PC and Macintosh environments. There's also the vast uncanny movie and comic book knowledge.

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**Mark D. Taylor**

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