



MARK HARRINGTON

SENIOR GRAPHIC DESIGNER

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📍 London (SW5)

SKILLS

Design

- Brand Identity
- Brand Strategy
- Layout Design
- Typography
- Colour Theory
- Assets / Collateral
- Illustration
- Iconography
- Photo Manipulation
- Presentations
- Motion Graphics
- Storyboarding
- 3D & Animation
- Video Editing
- Templates
- UX / UI

Intellectual

- Conceptualisation
- Client Relations
- Collaboration
- Leadership
- Art Directing
- Project Management
- Pitching / Presenting
- Proactive
- Adaptable

Technical

- Illustrator
- InDesign
- Photoshop
- After Effects
- Premiere Pro
- Final Cut Pro
- Maya
- ZBrush
- Cinema 4D
- MS Office
- Keynote
- Wordpress
- Mac & PC

EXPERIENCE

Senior Graphic / Motion Designer

FIS Global, London

May 2019 – Present (1 year 2 months)

Creative for a Fortune 500 leading Fintech enterprise. Working in a high pressure environment with very tight deadlines whilst managing and prioritising multiple projects including ad hoc requests. Liaising closely with creative directors, marketing team, executive stakeholders, partners and creative agencies end-to-end.

- Responsible for creating event assets such as exhibition stands, large format banners and animated videos for digital screens.
- Creating campaign assets for social media, web and advertising, such as animated banner ads, social media posts, email campaigns and website elements.
- Collateral such as infographics, white papers, articles, eBooks, pull-ups, merchandise and templates.
- Storyboarding, animation and motion graphics for campaign and marketing.
- Collaborating and supporting a global team of 30 designers and partner agencies for big team projects such as events and product campaigns.
- Conducting art direction for junior designers and agencies.
- Assisting with video and photo shoots internally and at client locations then later editing. Shooting footage of talking heads and B roll.
- Working to partner brand guidelines and collaborated with a creative agency to rebrand FIS after a £43bn acquisition of Worldpay.

Midweight Graphic Designer

Hampshire Police, Southampton

January 2013 – May 2019 (6 years 5 months)

Creative for one of Britain's top police forces. In a small creative team of 3 designers, meant having a great amount of responsibility, requiring prioritising and managing 40 projects each at a time, including daily ad hoc requests. Fast-paced environment with very tight deadlines, liaising and consulting with stakeholders and partners end-to-end, including chief officers. Highly demanding role meant being very reliable, proactive, efficient and capable was critical.

- Created 20 brand identities for internal departments and partner organisations which involved brand strategy consulting, presenting concepts at client meetings, brand guidelines and creation of all subsequent assets.
- Created branding for 10 successful campaigns and all assets. Some recognised by national media and I won awards for Drink Drive, Anti-Drugs, Festival and Cybercrime campaigns.
- BAU collateral for brands, campaigns, website, internal and social platforms such as infographics, livery, banners, posters, leaflets, business cards, brochures, documents, newsletters, email campaigns, templates and toolkits.
- Presentations for chiefs and executives used at conferences, events and roadshows. Always data heavy and contained hundreds of slides which I redesigned to be on brand and simplified to be easily understandable by the audience. Very tight deadlines with last minute changes.

EDUCATION

Bachelors Degree with Honours in VFX: 3D Design & Concepts (1st)

Staffordshire University

September 2006
– July 2009

BTEC National Diploma in 3D Design (Distinction)

City College Coventry

September 2004
– July 2006

AWARDS

Certificate of Appreciation for Russian Film Week 2019

Best Public Sector Campaign Award 2018
Winner

Best Public Sector Campaign Award 2017
Winner

Hampshire Community Designer Award 2015
Winner

Hampshire Chief Constable Award 2015
Winner

INTERESTS

- Travelling
- Technology
- Photography
- Films & TV shows
- Music Festivals
- Cars

- Senior Designer for partner organisation The Office of Police and Crime Commissioner for Hampshire, where I created their brand identity, all event assets for conferences and road shows, campaign branding, annual reports, presentations and collateral, such as event stands and banners, wall wraps, web and social media identity. Recruited, managed and trained a junior designer.
- Incorporated storyboarding, animation and motion graphics to create more compelling videos for campaign advertising, conferences and promoting on web and social platforms.
- Redesigned a quarterly magazine, creating a new masthead, all bespoke spreads and coordinated printing and distribution. Viewership increased by 40%.
- Directed photo shoots for campaign branding and concepts. Commissioned and supervised freelance designers for specific projects such as elaborate illustrations or bespoke photography.
- Delegated print buying, production and distribution. Managed in-house large format printer, used for printing mood boards for pitching, proofs and one-offs.
- Designed and launched an app for police officers to easily and quickly look up legislation while on the beat. I conducted research, created the wireframes and prototypes then commissioned a developer to build the app, while user testing.

Freelance Graphic Designer

Weather Lab

November 2018 – August 2019 (10 months)

Design consulting and creation for a multi-million dollar startup in weather manipulation technology. Worked solo, responsible for all creative which increased brand growth and contributed to a significant rise in investors globally.

- Created the logo and brand identity, brand strategy and guidelines.
- Visually demonstrated how the technology worked with animated illustrations and applying branding to hundreds of draft slides and simplifying charts, tables and diagrams. Created additional bespoke presentations for different countries such as India, Middle East and Russia.
- Marketing and promotional collateral for their website, app and social media such as motion graphics, banners and merchandise.

Other Freelance

Design creator and consultant, advocating innovative visual solutions for global clients to establish their brand, increase growth and maximise their engagement.

- Branding and collateral for a PR agency that increased client services by 30%.
- Won a bid to create campaign branding for a revive Crystal Pepsi movement in the US, instigated by a prominent YouTuber and displayed on 30 billboards across LA. It was successful and recognised by international media.
- Designed bespoke liveries for off-road vehicles, which sold thousands of units.
- Edited a trailer for Russia's biggest ice skating show, aired on national TV.

Co-founder & Creative Director

Travel with Style

November 2019 – Present (8 months)

Personal project – an online travel magazine targeted at millennials, covering luxury lifestyle, resorts, cruises and events.

- Created the logo brand identity and assets such as social media identities.
- Designed the responsive website using a Wordpress theme – created wireframes, prototypes, then user testing and optimisation.