

MARK MCLAWHORN

4217 Loch Harbor Lane
Raleigh, North Carolina 27606

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EDUCATION

North Carolina State University, College of Design

Bachelor's Degree in Art and Design | Raleigh, NC | May, 2003
Concentration in Animation and Information Design

EXPERIENCE

North Carolina State University, University Communications

Associate Creative Director, Interim Marketing Director | Raleigh, NC | March, 2011–Present

Provide art and creative direction for top-level university marketing and communications projects and programs that directly support the university's strategic plan and brand platform. Develop creative aspects of external marketing and communications projects, including university advertising, institutional messaging and major university events (Chancellor's Forum, Founder's Day, Packapalooza, major gift announcements, etc.) Provide day-to-day creative direction for implementation of NC State's brand refresh and platform, including color, font, design, logo and language. Serve as University Communications creative and design liaison for physical campus improvements (signage, environmental branding), Centennial Campus development and other institutional initiatives to brand, identify, and otherwise improve the visual aesthetic of campus. Work with the executive director and content strategist to develop and implement multi-platform marketing plans and tactics that advance the university's brand drivers.

Lead on creative for top-level university marketing advertising, including:

- Undertaking a massive transition from a university of fiefdoms into a transformed entity of a singular NC State University Brand.
- Art directed and produced creative for all NC State Institutional Messages from 2011 to present. This includes print and web advertising, radio and television spots, and a wide-variety of multi and social media.
- Lead on creative for the President Obama's Manufacturing Innovation visit, as well as his upcoming PowerAmerica initiative.
- Lead on creative for the 2013 NC State Innovation Summit, which included industry leaders such as Cree, SAS and the University of Southern California.
- Lead on creative for the James B. Hunt Jr Library opening as well as upcoming pushes for Federal Grants. The library has garnered sever awards and accolades, including being named by *The San Francisco Chronicle* as being among "the most spectacular libraries in the world." *Business Insider* has included the Hunt Library in "The 16 Coolest College Libraries in the Country," an article on how libraries inspire students with "both traditional and modern marvels."
- Key player in the crafting of the messaging and multimedia for all Chancellor's Address presentations. Presentation have been so well received that they has been adapted for multiple use.

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- Instrumental in development of the Packapalooza Street Festival brand and positioned the event's design to sustain through several years.
- Continually lending expertise to NC State's colleges for solutions that both communicate the NC State brand and satisfy their individual needs.
- Continual work with our agency partner French West Vaughn for creative direction for top-level university marketing and communications projects.
- Participated in the development of the interior and exterior branding of the new Talley Student Union.
- Completed the most recent phase of the NC State Centennial Campus Master Plan, currently guiding the University Architects on the upcoming overall NC State Physical Master Plan design, as well as working with colleges to suggest neighborhood-specific design solutions that still fit within the larger NC State brand.

Personnel duties include:

- Through research and collaboration, lead and participated on teams to make sure every choice — logo, font, color, language, design, imagery — is purposeful.
- Lead writers, designers, developers, photographers and animators in explorations of how our new brand could work.
- Worked to develop a web framework, toolkit and NC State Brand web site.
- Currently working to continue efforts in integrating design, development and multimedia to become one cohesive, collaborative team.

Launchpad Toys

Art Advisor | San Francisco, CA | Feb 2010–Feb 2015

At Launchpad Toys, we built digital toys and tools like Toontastic and TeleStory that empower kids to create and share stories through imaginative play. From prototyping beta games, character design, background art, conceptual art, all forms of mixed media were explored to create an immersive, unique digital experience.

Milestone Applications:

- Toontastic
- MonkeyGram
- Toontastic Jr. Pirates
- Toontastic Jr. Shrek
- Toontastic Jr. Kung Fu Panda
- TeleStory
- Imaginarium (working title, unreleased)

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North Carolina State University, University Communications

Multimedia Designer/Visual Arts Specialist-Advanced | Raleigh, NC | September, 2007–March 2011
Content strategy, project development and management. Design and development of Web and multi-media projects including graphic design, site navigation, and layout of content for web sites in a manner consistent with the university's design and programming standards. Created and maintained social media. Social media is ever-changing with no clear educational structure and required much self-training, as well as peer research. To the end user, this type of technology is a somewhat simple process. For this position, the processes that must be executed behind the scenes were extremely complex, time-consuming, and numerous.

Solicited content for social media outlets. Served as an information resource for YouTube users on campus, providing guidance, support, for use of this of medium as well as training on web video standards. Served as primary liaison with student media and student government for on-line marketing and communications activities involving students in an effort to foster present and future relationships with the university.

Determined and maintained quality controls for design work. Sat on a variety of university committees and teams to promote unified, strategic efforts.

Design, strategy, development and management of a wide range of NC State web sites such as:

- NC State's Home Page
- Chancellor's Web Presence
- Chancellor's Report (formerly the Annual Report)
- Red Means Go Campaign
- Undergraduate Admissions
- Institute for Emerging Issues
- Mobile NC State
- NC State News Services
- NC State's Twitter Aggregator
- NC State's YouTube Presence
- Homecoming
- The Office of Diversity
- College of Natural Resources
- College of Textiles
- College of Physical and Mathematical Sciences

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Additional Milestones:

- Involvement in creation and development of NC State's halftime spots (commercials.)
- Involvement in creation and implementation of NC State's University brand book.
- Created the creative strategy for the Office of Undergraduate Admissions.
- Lead University Communications' Vision & Goals committee and created the report that will spring-board ideas and strategy on the future direction of the office.
- Aided in recommendations and feedback concerning the NC State Strategic Communications Plan.
- Nominated for the NC State University Award for Excellence
- Has placed in multiple CASE Awards both as an individual and a team member.

North Carolina State University, Information Technology Division

Graphic Designer | Raleigh, NC | March, 2002–September 2007

Produced print and web design, utilizing media in all aspects from computers, photography and fine art. Organized duties and task management in projects.

Design, organization layout and construction of a wide range of NC State web sites such as:

- Animal Science Graduate Program
- Carmichael Complex
- College of Education
- Extension, Engagement and Economic Development
- Information Technology Division
- iTunes U
- National Association of Academic Advisors for Athletics
- Office of the Cashier
- Office of the Provost
- State Employees Combined Campaign

Additional Milestones:

- Design and implementation of a new logo for Carmichael Complex and its expansion celebration.
- A complete restructuring of the way ITD approaches information, specifically for students, parents, faculty and staff purposes. Copious pamphlets, handouts and web sites were consolidated into one "product line" which used a marriage of *Computing@NC State* (ITD's print publication) and *Essentials@NC State* (ITD's main technology resource site) to provide technology guidance to the NC State Community.

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North Carolina State University, Technician

Graphics Editor, Ad Chief, Editor-In-Chief, Editorial Illustrator | Raleigh, NC | October, 1995–present

Editorial Illustrator/Cartoonist 20+ years (1995-present)

Advertising Chief (2002-2003)

Editor-In-Chief for 2 years (2000-2002)

Graphics Editor for 2 years (1998-2000)

I still contribute weekly editorial illustrations (mostly sports-related) for no pay and occasionally act in an advisor-like manner for the current employees when they need the help.

Milestones:

- I was instrumental in the evolution and transition of the newspaper from a three-day paste-up format to a modern five-day digital process.
- Wrote and drew “doughboy” a serial adventure strip that ran in Technician for 12 years. I have also been creating Wolfpack sports cartoons and editorial illustrations for over 10 years.
- I was running the paper during the September 11 attacks and the invasion of Afghanistan. There was no lapse in print schedule.
- Technician was in its best financial shape in years when I left to work for full-time ITD.

North Carolina State University, NCSU Libraries

Preservationist, Graphic Designer | Raleigh, NC | January 1997–April 2000

Evaluated, prepared and received library materials to and from the bindery. Repaired damaged library materials. Created signage and information design for the Preservation department.

WQPO-FM, WSVB-AM, VerStandig Broadcasting

On-air personality | Harrisonburg, VA | May 1996–August 1996

On-air radio personality, broadcasting music, taking phone calls, recording shows off of ESPN satellite feed and editing commercials.

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RECENT AWARDS AND ACCOLADES

Launchpad Toys

- Apple: "Best of 2014" Apps List
- The New York Times: Apps of the Year
- Apple App Store: Hall of Fame
- iTunes App of the Week
- Parents Choice Awards: Silver Honor
- Children's Technology Review: Editor's Choice
- 2010 Sesame Workshop Grant Finalist iTunes App of the Week

NC State University

- CASE: Programs and Projects, Branding/Identity Program or Campaign | Special Merit Award | 2015
NC Brand Refresh
- Total Website Design and Organization | Award of Excellence (top award given in that category) | 2015
NCSU.edu Redesign
- Marketing/Branding Video | Special Merit Award | 2015
Think and Do: The 2013 Institutional Message
- Online Innovation/Experimentation | Award of Excellence | 2015
Think and Do: The 2013 Institutional Message
- Magazine or Publication Rendering for Tablet of Mobile Technology | Special Merit Award | 2015
Chancellor's Report 2013
- Advertising | Special Merit Award | 2015
Total Advertising Campaign, Think and Do
- Grand Award (top award given in that category) | 2015
Individual Print Advertisement, The Future of Learning

SKILLS

Computer Programs/Digital Art,

Adobe Photoshop CC, Adobe InDesign CC, Adobe Illustrator CC, Adobe After Effects CC, Adobe Acrobat Pro, Adobe Dreamweaver CC, Adobe Contribute CC, Adobe Flash CC, Apple Quicktime Pro

Fine Art,

Drawing, Pen and Ink, Painting, Mixed Media/Collage

Technology,

Wacom Intuos Graphics Tablet, Wacom Cintiq Graphics Tablet

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REFERENCES

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Google

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Brad C. Bohlander,

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Timothy Jones,

Clarkson University

Associate Vice President of Marketing, Marketing & External Relations
Potsdam, NY, 315.268.6740
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Andy Russell

Google

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