



# MARK GATTO DESIGN

## ABOUT ME

- ▶ The last 20 years have been spent honing my design skills as a graphic designer creating print ads, logos, brochures, icons, infographics, eblasts, website layouts, and anything else that requires a thoughtful solution and an elegant touch
- ▶ Every creation and project involves a very detail-oriented approach
- ▶ Clean, creative, and impactful design is what I do best

## EDUCATION

### GEORGE BROWN COLLEGE

- ▶ Health and Nutrition Certificate
- ▶ 2012 - 2013

### SHERIDAN COLLEGE

- ▶ New Media Design - Post Grad Degree
- ▶ 2002 - 2003

### WILFRID LAURIER UNIVERSITY

- ▶ Diploma in Business Administration
- ▶ 1999 - 2001

### UNIVERSITY OF WATERLOO

- ▶ Bachelor of Fine Arts Degree
- ▶ 1996 - 1999

## CONTACT



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## RECENT EXPERIENCE

### FREELANCE GRAPHIC DESIGNER

2003 - Present

### NEIGHBURR HATS - Toronto, ON

Jan 2015 - March 2018

#### Owner/Designer

- ▶ Hat company offering clean, minimal ball caps. Responsible for every aspect of the business including marketing and branding, all design work, shipping, choosing fabric type, colour, hat structure, communication with manufacturer and customers
- ▶ Company was built on incredible customer service, personalizing each customer's order, and ensuring no detail was overlooked

### GLENTEL INC. - Toronto, ON

April 2014 - March 2018

#### Lead designer for COSTCO's WIRELESS etc... brand

- ▶ Worked exclusively on Costco branding, print ads, website banners, e-blasts, as Costco's lead designer for their Wireless etc...brand. This included working within the brand guidelines of such companies as Apple, Samsung, Google, Bell, Rogers, and Fido to name a few
- ▶ Redesigned the WIRELESS etc... logo in english and french

## PREVIOUS EXPERIENCE

### COMPANIES

2003 - 2014

- ▶ Draft FCB
- ▶ Digital Cement
- ▶ Moneris
- ▶ Enfatico
- ▶ Proximity
- ▶ MacLaren McCann
- ▶ L.A. Inc.
- ▶ Spergel
- ▶ Apex Publishing

### RESPONSIBILITIES

- ▶ Between 2003 and 2014, I worked at a variety of different advertising agencies and other companies in design-related positions, which include: designer, junior art director, interactive art director.
- ▶ Each position involved working closely with creative directors, graphic designers, copywriters, sales teams to create and execute successful campaigns. My specific work included website, magazine, newsletter, mobile device and blog layouts, graphics, logo and icon design, print ads, rich media banners, and e-blasts.

### CLIENTS

- ▶ Kraft
- ▶ Gillette
- ▶ Microsoft
- ▶ Hershey Canada
- ▶ Applebee's
- ▶ Orbit Gum
- ▶ Travelex
- ▶ OLG
- ▶ Dell
- ▶ XM Radio
- ▶ General Mills
- ▶ Pitney Bowes
- ▶ Ontario Tourism
- ▶ ThermaCare
- ▶ Dempster's
- ▶ EDC
- ▶ SC Johnson
- ▶ Mars/Pedigree
- ▶ General Motors
- ▶ FREED Developments
- ▶ TD Canada Trust
- ▶ Astra Zeneca
- ▶ Eli Lilly
- ▶ MCI