

MARK WILLIAM PACE

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2827 Manor Glen Lane • Suwanee, GA 30024

GRAPHIC DESIGN & PRODUCTION FOR COMMERCIAL ADVERTISING

What I Do

CREATIVE ADVERTISING • BUSINESS PRESENTATIONS

I specialize in the concepting, design, development and final production of corporate identification materials, including logos, brochures, packaging design, magazine ads, point-of-purchase design, copy editing and proofing, and pre-press production, including flexographic and silk-screen printing processes.

I am also skilled in Website design, HTML hard-coded authoring, publishing and internet graphics and animations. My first website was completed in 1995.

I have 39 years of experience in graphic design and advertising art preparation. I purchased my first Macintosh IIX workstation in April of 1990, and have been very active in the use of computers ever since.

I follow trademark and branding disciplines closely, as well as spacial relationships and simultaneous contrast to create appropriate and flowing advertising designs.

MY SKILLS:

- ADVERTISING DESIGN
- PRE-PRESS PRODUCTION
- PHOTOGRAPHY
- PHOTO RETOUCHING
- TYPOGRAPHY
- PROBLEM SOLVING
- BUDGET AWARENESS
- ATTENTION TO DETAIL
- MUSICAL COMPOSITIONS
- AN ACTIVE IMAGINATION

I PRODUCE:

- CORPORATE IDENTIFICATION
- COLLATERAL MATERIALS
- WEBSITES AND ANIMATIONS
- GAME GRAPHICS
- SALES PRESENTATIONS
- PRODUCT PACKAGING
- TRADESHOW BOOTH DESIGN
- EXHIBITS / KIOSKS / SIGNAGE
- ORIGINAL MUSICAL THEMES
- DIGITAL AUDIO RECORDINGS

SOFTWARE USAGE:

- Adobe PhotoShop 2.0 - CS3
- Macromedia FreeHand 2.1 - MX
- Macromedia Flash 4.0 - CS3
- BBedit (for HTML)
- Amedeus Pro (Sound Editing)
- QuarkXpress 3.0 - 6.0
- Adobe InDesign CS - CS3
- Macromedia Fireworks CS3
- MacIntosh Pages & KeyNote
- Avid ProTools 7.2

How I Do It

Career Goals

To continue to advance my knowledge of visual communications, relational design, animations for commercial applications, musical compositions, and to participate in creating interactive multimedia presentations in a team setting. and... I love a challenge!

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WORK HISTORY

Now

Currently doing business as Pace Graphic Design. I have a small 'stable' of Website clients that I host and maintain, as well as servicing the advertising needs of several local theatre production companies. I am currently seeking more freelance or contract work.

2010-
2004

Full-time employee of Pace-O-Matic, Inc. in Norcross, Ga. (my brother's company). Responsibilities included concepting, designing and producing all company advertising, sales and marketing materials, and concepting and producing graphic 'skins' for skill-redemption games. Was responsible for all eight graphic 'skins' used for the company's biggest selling game, TIC-TAC-FRUIT® and it's follow-up, TEN DOLLAR FRUIT®.

2004-
1995

DBA Pace Graphic Design, in Panama City and Gulf Breeze, Florida. Was contracted by the Naval Computer and Telecommunications Station (NAS Pensacola) to supply conversions of Naval base maps to simplified graphics, indicating toxic waste sites, then converting to World Wide Web graphics files.

Other clients included: Jones Spacelink, Inc., CommExpress International, Clean Sweep Environmental Services, NA Technologies, Sun Wave Screen Printers, Webb Graphics, The Dunes of Panama, Cytek Computer Consultants, Inc., City of Panama City.

1995-
1988

DBA Pace Graphic Design and Optigraphics, in Atlanta, Georgia. Created high-end special effects photography for print advertising, and regularly designed and produced 4-color packaging graphics for commercial cassettes and CDs. Also was Creative Director (part-time) for Cinema Concepts Theatre Service Co.

Clients included: Project 70 Audio Services, Inc., PD Communications, Murphy and Orr, Buffington-Rizzo Advertising, Webb/Traeger, Delta Airlines, Universal Pictures.

1988-
1985

Freelance graphic designer and animation camera operator, in Los Angeles, California. Was instrumental in creating the "look and feel" of numerous corporate multi-image slide presentations using Forox, Marron-Carroll and Oxberry animation cameras.

Clients included: Maritz Communications, Pelton & Associates, Chiat-Day Advertising, Mattel Toys, Laurence Deutsch Design, MAI Basic Four, Walt Disney Productions, Columbia Pictures.

1985-
1978

Freelance graphic artist and animation camera operator in Atlanta, Georgia. Produced artwork and slides for multi-image slide presentations. Was also heavily involved in the design and production of the 1980 Bottlers Standardization Manual for Coca-Cola USA.

Clients included: Coca-Cola USA, Standard Press, O'Conner-Burnham Productions, Jack Morton Productions, Ray Bloch Productions, InterComm, Hefner Productions, BellSouth.

1978-
1972

Apprentice production artist with Jim Pace Art Studio and Harriet Frankel Advertising Inc. in Atlanta, Georgia. Duties included pre-press preparation of mechanical artwork, including type specification, paste-up, precise cutting of amberlith/rubylith, use of technical pens for line work, and operating several different process cameras to produce film negatives and photostats.