

Marcus Ren

CONTACT INFORMATION

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WORK EXPERIENCE

Freelance Art Director (Senior Designer)

Seattle, WA

Self-Employed, Various Brands

02/2023 - Present

- Conceptualized and executed omnichannel campaigns for a diverse range of clients including MetLife, Classical King FM, and Key to Change with results-driven executions that spanned various mediums including print, digital, OOH, video, experiential & events, social, and branded merchandise—to drive effective B2C and B2B campaigns.
- Curated and managed expansive libraries and brand creative assets such as photos, iconography, and design to ensure consistent, on-brand executions that bolstered competitive brand affinity and elevated brand visibility.
- Directed creative conceptual development, leveraging creative strategies and research data to formulate informed creative decisions, resulting in impactful creative executions that connect to the target audience.

Art Director

Richmond, VA

Capital One

07/2022 – 01/2023

- Successfully launched a notable omnichannel campaign at Amazon's AWS re:Invent 2022, achieving a remarkable 233% boost in Capital One's organic engagement and earning recognition from senior stakeholders and clients.
- Led high-level creative initiatives with a creative team of 8 in developing provocative in-house experiential campaigns for Capital One's cutting-edge tech solutions—by identifying present design trends and consumers' experience and exploring new solutions like Generative AI to create resonating and impactful creative executions.
- Managed design solutions by collaborating with internal partners and overseeing external vendors—to seamlessly deliver holistic 360-degree campaigns that were pivotal in magnifying the brand's impressions and values.

Junior Art Director Resident

New York, NY

Droga5

03/2022 – 06/2022

- Collaborated intensively with a dynamic team of 20 young creatives from diverse backgrounds; worked on a broad spectrum of campaign briefs for various clients under the guidance of Droga5's Creative Directors.
- Crafted unconventional campaign concepts, working synergistically with partners across various creative teams—to exceed brand advertising objectives, blending creativity with strategic insights to develop powerful narratives.
- Pitched and presented campaign creative concepts to Executive Creative Directors and Chief Creative Officers—transforming conceptual ideas into tangible campaign executions that effectively aligned with advertising objectives.

Creative Lead

Eugene, OR

University of Oregon

11/2020 – 06/2022

- Created and launched new visual languages and brand style guides to refresh brand identity and reimagine the organization—bringing a reinvigorated brand experience to life across a multitude of media channels.
- Designed high-volume, integrated, on-brand executions for internal and external facing projects with a diverse array of mediums including print, video, presentations, motion design, and branding to improve brand experience.
- Led a small creative team in developing cohesive creative assets while actively mentoring junior creatives with insights and guidance—fostering effective collaborations and ensuring results-driven executions.

SKILLS

Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, Lightroom), Figma, DaVinci Resolve, Keynote, Microsoft PowerPoint, Logic Pro.

Skills & Competencies: Key Art, Visual Design, Event Identity, Photo Art Direction, Video Editing, User Experience Design, Presentation, Brand Strategy, Storyboarding, Copywriting, Concept Development, Experiential & Events, Typography, Graphic Design, Branding & Identity, Generative AI, Logo Design.

EDUCATION

HEC Montréal: Certificate, User Experience Design (UXD)

University of Oregon: Bachelor of Arts: Advertising with a focus on Art Direction & Design; Minor: Audio Production