

# Marcus Ren

## CONTACT INFORMATION

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## WORK EXPERIENCE

### Freelance Art Director/Senior Designer

Seattle, WA

Self-Employed, Various Brands

02/2023 - Present

- **Speak (Creative Lead):** Oversee and manage Speak's global creative executions in APAC, EU, and NA regions. Lead creative initiatives while leading a team of 7 designers to re-invent brand visual system and create heavy-volume executions on landing pages, emails, motion graphic, organic and paid social, and mobile products.
- **MetLife (Senior Designer):** Designed and delivered large-volume print and digital executions on direct mail, posters, letters, postcards, emails, and landing pages—for the brand's national integrated campaigns.
- **Classical KING FM (Senior Designer):** Created refreshed visual identity for the brand expression and developed expansive creative assets such as print, organic social content, videos, and iconography libraries.

### Art Director (Senior Designer)

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 design directions within a creative team of 8 in developing impactful visual identity for Capital One's experiential and event design. Collaborated closely with marketing and product teams to deliver cohesive design solutions—improving the brand experience.
- Delegated design explorations by pitching creative concepts to senior stakeholders and partnering with 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 create design executions—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, After Effects, InDesign, Premiere, Lightroom), Figma, Webflow, Customer.io, 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, Landing Page Design, WordPress.

## 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