

# Mark Sanderson

## Pencil Twirling Senior Creative

### Skills

Fast-learning and adaptable  
Confident presenter (both  
client-facing and internally)  
Comfortable working as part  
of a team or individually  
Skilled in creating ideas  
from hand-drawn concepts  
to fully-artworked pieces

### Technical skills

**Expert:**  
InDesign | Illustrator | Photoshop |  
Hand-drawn and digital illustration

**High level:**  
HTML | CSS | After Effects

**Good working knowledge:**  
Animate | Sketch | XD | WordPress  
| PHP | Microsoft Office

### Education

BA (Hons) Degree Graphic Design  
specialising in Illustration  
BTEC National Foundation  
Studies in Art and Design  
10 x GCSEs | 2 x A/S Levels |  
2 x A Levels





An unusual breed of senior creative – highly dedicated with twenty years' experience in fresh and original creative solutions without the need for an inflated ego. My level headed and rational approach has led to an impressive portfolio of high concept and client-winning projects.

I have a hands-on approach to project delivery and always have my sleeves rolled up and ready. Managing internal team members, I adopt a facilitative approach and working with external suppliers should be simple when you're organised and clear with briefs.

In addition to my design credentials, I am also capable in writing HTML/CSS and have significant experience in both the design and build of digital assets such as emails, WordPress, illustration and animation.

If you're looking for a senior creative to come in and make a mark – **I'm that Mark.**

# My career so far...

Lead Creative | Fusing Creativity Ltd.

NOVEMBER 2011 - PRESENT

Fusing Creativity merged with Make your Mark in 2011 and I took over the role of lead creative of the business. Offering both print and digital design directly to clients, design agencies and internal design departments. Clients include: HomeServe, Cranfield University, University of Bolton, Samsung, RAF and thyssenkrupp among others.

Senior Creative | Make Your Mark Creative

FEBRUARY 2010 - NOVEMBER 2011

My own, small agency working with clients to develop their marketing assets. I had a team of freelancers working for me and gave me great insight into the inner commercial workings of a business in addition to leading the creative projects and dealing with clients.

Art Director | Direction Group Ltd.

JUNE 2008 - FEBRUARY 2010

Creative ownership of several of the larger accounts with a team of junior designers. Working closely with the Account Management team to develop client accounts further. Clients included: Carphone Warehouse, Plantronics, Panasonic, Fujitsu, NCP and Shire Pharmaceuticals.

Senior Creative | Freelance

APRIL 2008 - JUNE 2008

Freelance work for various design agencies.

Head of Design + Senior Creative | FST The Group Ltd.

NOVEMBER 2000 - APRIL 2008

Middleweight Creative working largely on the Avis account. Promoted to Senior Designer, working directly with the Creative Director after winning both the Rentokil Initial and Visa pitches.

Graphic designer | VarioPress Ltd.

APRIL 1998 - NOVEMBER 2000

Working in a team of 8, producing design and artwork for various clients, including: Panasonic, AEG, Electrolux, Canon, Fiat, Alfa Romeo and Hyundai. Influential in introducing digital services for the company.

Graphic designer | Sally Hair and Beauty Ltd.

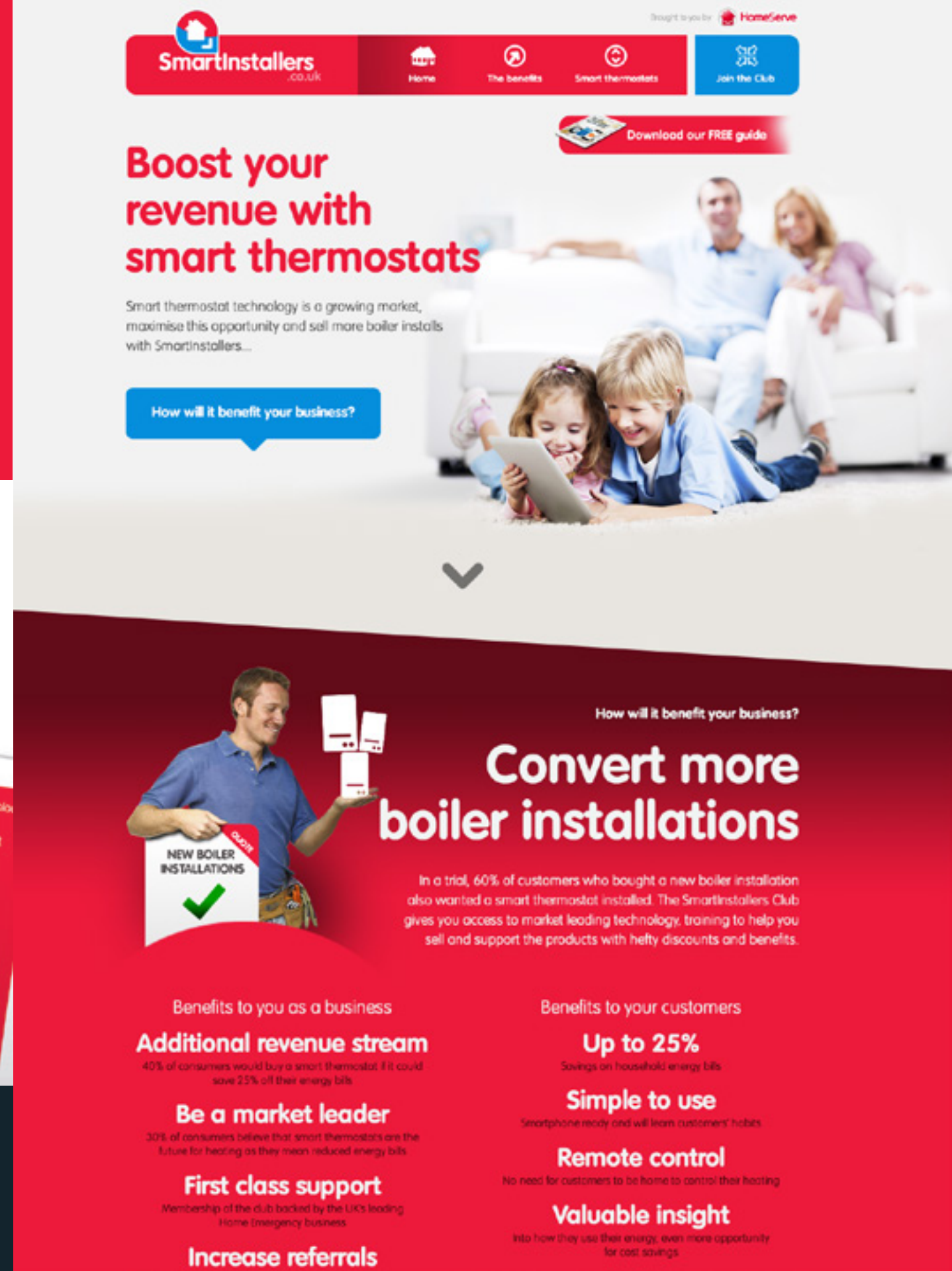
SEPTEMBER 1997 - APRIL 1998

A role straight from university reporting directly to the Marketing Manager and responsible for all design work that supported the growing network of UK stores. This included, monthly marketing campaigns, in-store POS and in general; all of the graphic design requirements.

The Alfa Romeo logo, featuring the brand name in a stylized script font.The Avis logo, featuring the brand name in a bold, sans-serif font.The Cranfield University logo, featuring the brand name in a serif font with 'UNIVERSITY' in a smaller, sans-serif font below it.The Electrolux logo, featuring a square icon with a stylized 'E' followed by the brand name in a sans-serif font.The Fujitsu logo, featuring the brand name in a serif font with a stylized infinity symbol above the 'i'.The Samsonite logo, featuring the brand name in a sans-serif font with a stylized 'S' icon.The Samsung logo, featuring the brand name in a bold, sans-serif font.The Visa logo, featuring the brand name in a bold, sans-serif font.



# SmartInstallers.co.uk



## Client

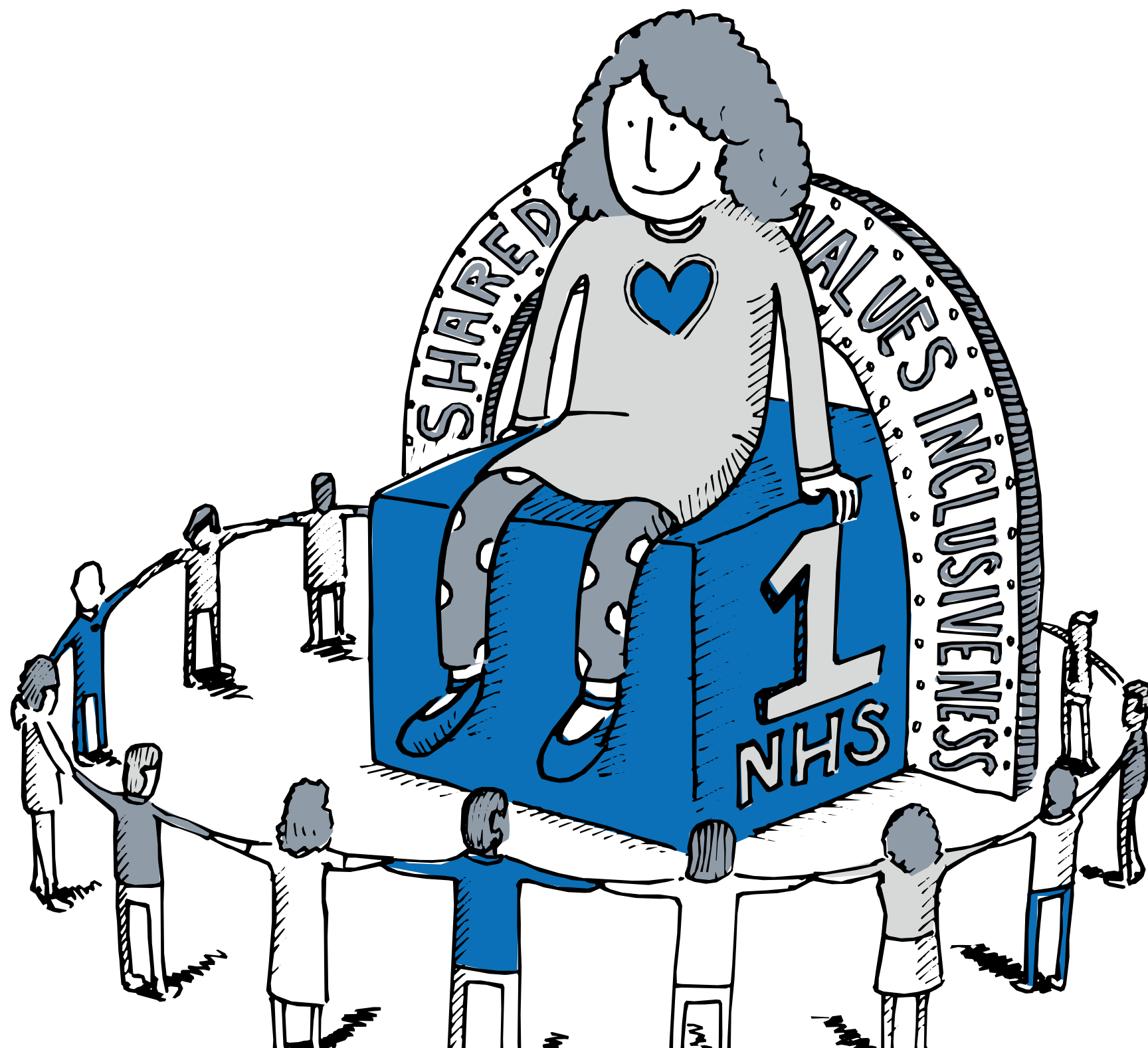
HomeServe

## My role

Lead creative working alongside client's marketing team and external web development team

## Deliverables

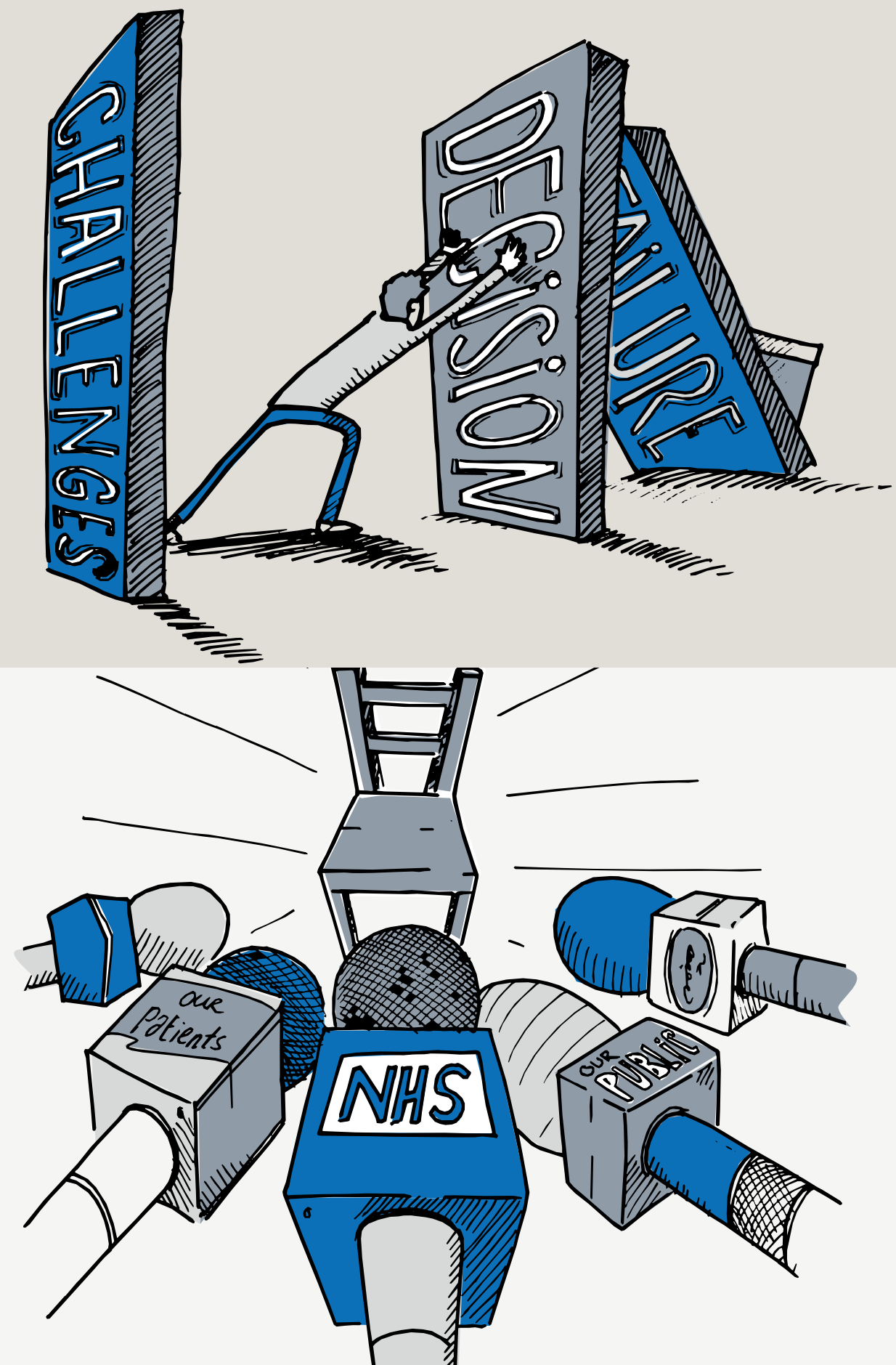
Campaign identity / Direct mail / Email marketing / Digital advertising / Website design



**Client**  
NHS

**My role**  
A series of illustrations used within graduation material for training programmes

**Deliverables**  
Drawn live at the event, collaborating directly with the training delegates and completed on the same day







#### Client

Royal Air Force

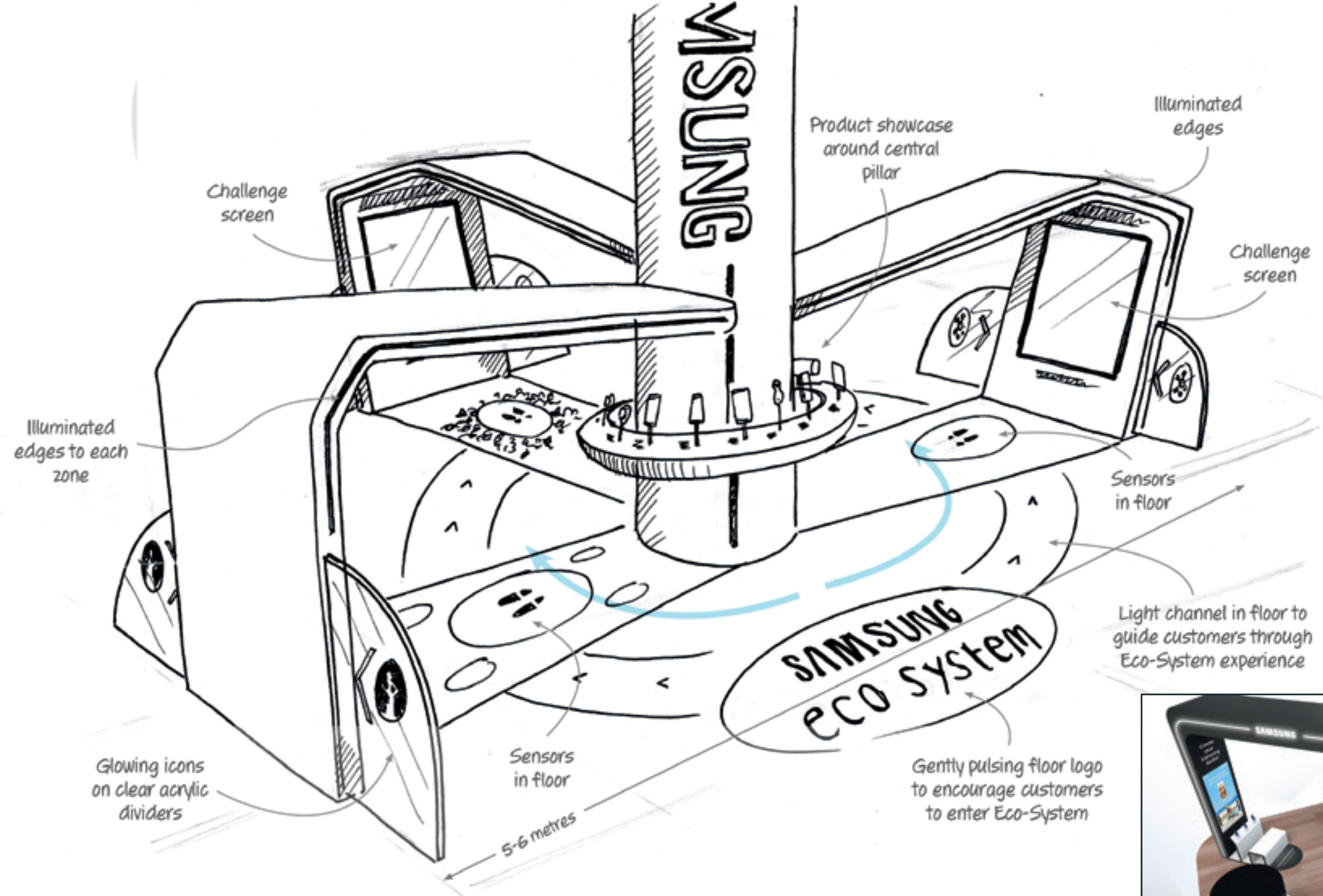
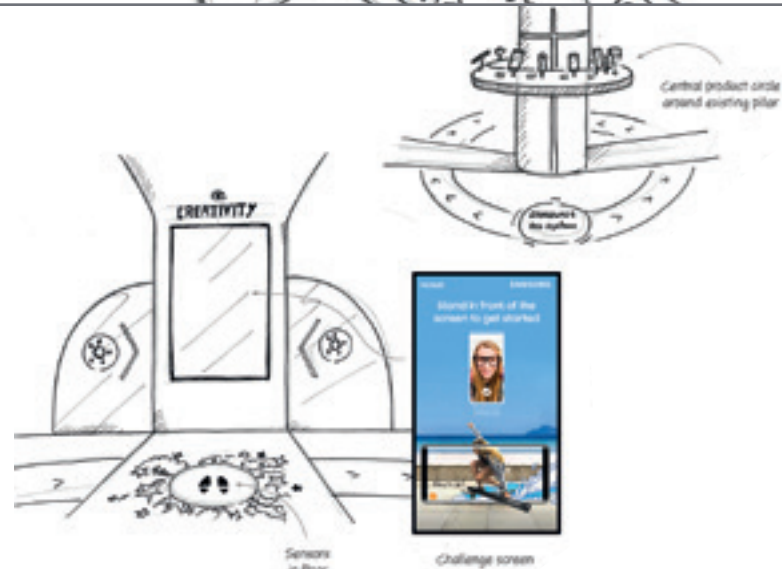
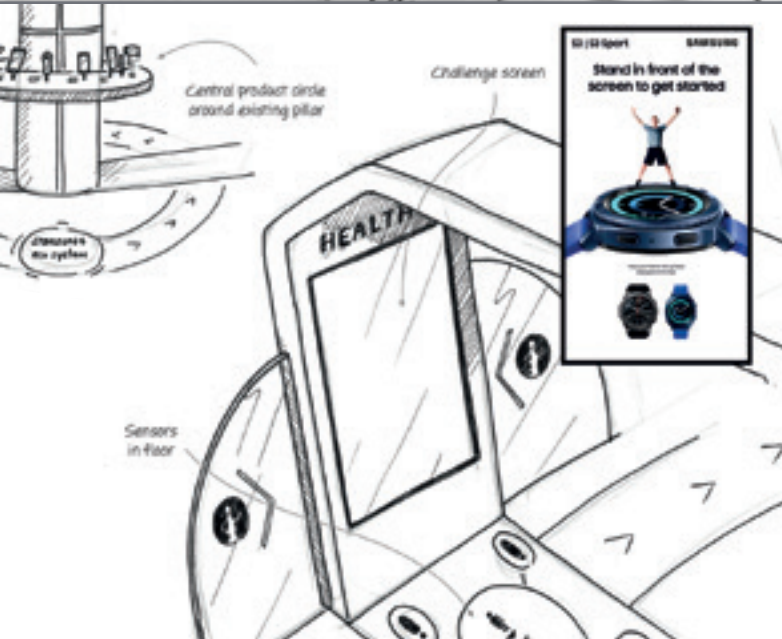
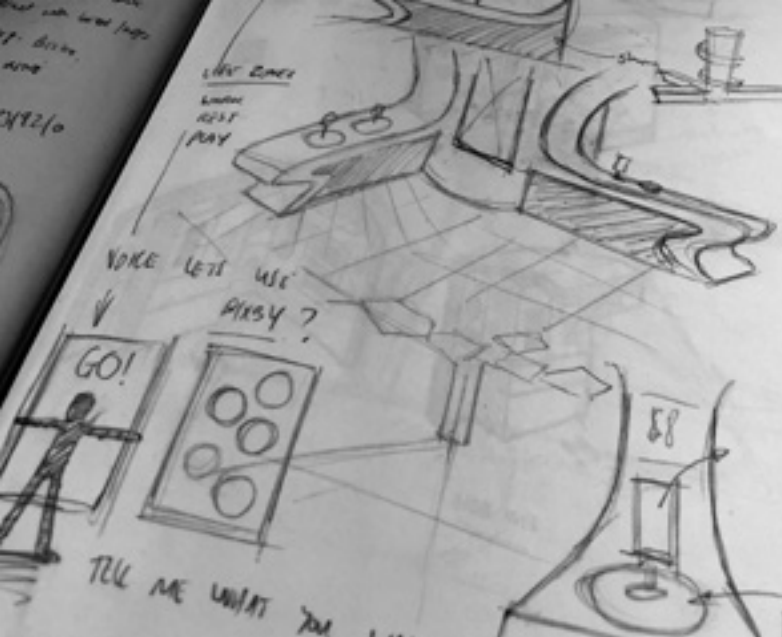
#### My role

Lead designer for brand creation of the RAF's Central Fund and Sports Lottery initiatives

#### Deliverables

Corporate identity / Brand guidelines





**Client**  
**Samsung**

## My role

Conceptualising flagship retail experience zone to showcase key products and capture customer data

## Deliverables

Concepts and client presentation

# Motivating wellbeing through the power of cycling

For organisations

For individuals



Cycling is proven to increase health, wellbeing, and it's kinder to the environment.

Partnering with sponsoring organisations who want to encourage behavioural change, we offer a brand new bike in return for a cyclists' pedal power! Individuals simply fund their new bike, by riding it.

Our holistic approach to this commitment also includes driving business back to the local bike shops and getting more people on their bikes will show a significant improvement to our environment and reduce society's carbon footprint.

There are benefits to being part of the free2cycle movement for everyone

Client  
free2cycle

My role  
Lead creative working directly with client to create new website design for registration and information

Deliverables  
Wireframes / User journey concepts / Illustration / Website designs (currently being developed)

Choose a new bike and fund it with your own pedal power.

free2cycle is a refreshing initiative who partner with your sponsoring organisation to give you a brand new bike and keep you motivated to ride it.



Tell us how many miles you pledge to ride your bike each week and we'll tell you how much your pledge is worth towards a new bike.

Your sponsoring organisation will pay 20p per mile when you meet most of your pledge to help fund your bike. Try your pledge now...

The Pledge Generator

\*Miles I pledge to ride each week\*

60



£1750

Value of bike

See what bikes my pledge could buy...

What's in it for me?



A shiny new bike

Road, mountain bike, hybrid or even electric - up to you!



Greater motivation

Fund your bike by using it, what better motivation to get riding?



Fresh air and Vitamin D

Boost energy and vitality - feel great.



A healthier choice

Greater fitness, a stronger immune system and improved wellbeing.



No salary sacrifice

With free2cycle your pedal power pays.



Save money

Research shows that people who cycle to work can expect to save around £150 per month\*.

\*Based on data from ONS, HMRC and DfT

Encourage your sponsor to sign up now!

FAQs



How do I get my



How do I record my

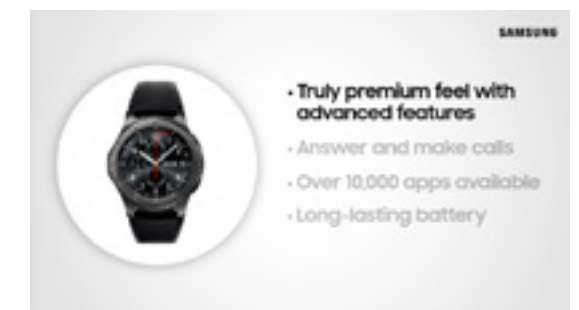
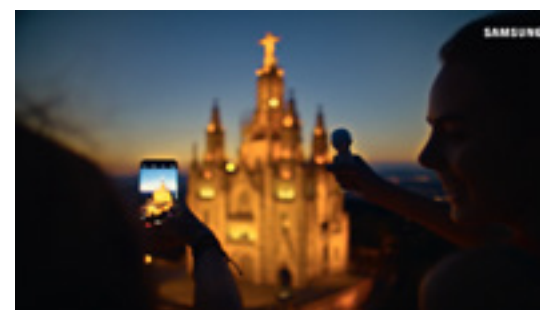
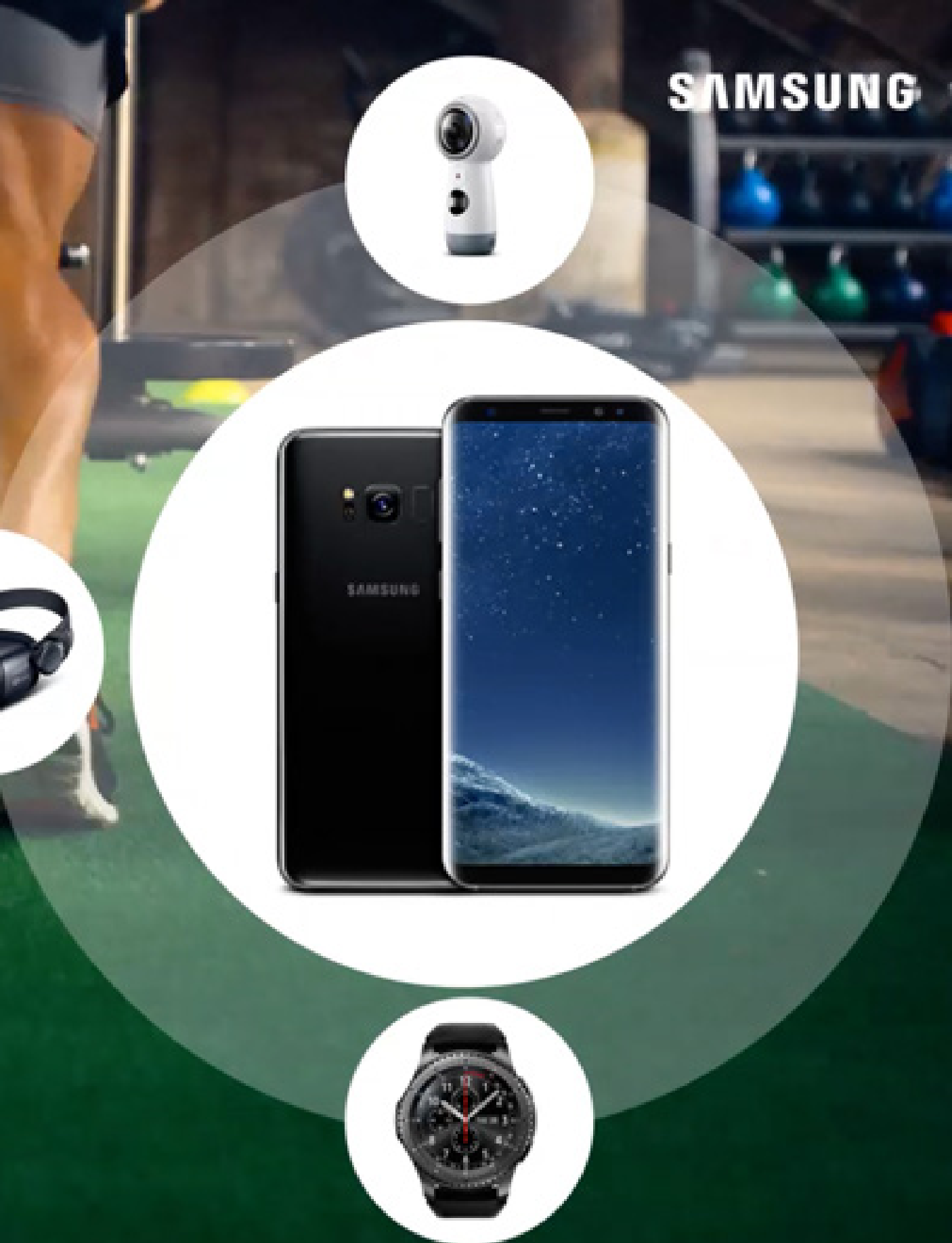


How many miles do I need



What happens if I don't ride





**Client**  
Samsung

**My role**  
Video animation attraction loop  
for Vodafone high street stores

**Deliverables**  
Storyboard / Animation / Video editing

If you would like to see  
more, **let me know.**

[fusingcreativity.com](https://fusingcreativity.com) | [marksanderson.art](https://marksanderson.art)

