

MARC FAULK

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VISUAL, eLEARNING, AND EXPERIENCE DESIGNER

Excellent leadership, business acumen, and artistic talent leveraged to deliver stunning graphic, application, and eLearning products

Dynamic and creative professional with substantial internet experience spanning several years of visual design, experience design, multimedia, and interactive project management. Driven team leader bringing internal and external clients together to produce cutting-edge, consistent, and strategic training and system technology. Expertise in combining industry trends and tools with business solutions to exceed needs and expectations of users, learners, and leaders.

~ Areas of Emphasis ~

- Internet & Learning Portals
- Animation & Interactive Content
- 3D Rendering & Texture Painting
- Email Design & Deployment
- System Testing & Implementation
- Responsive Interface Design
- Social Media Marketing
- Independent Web Publishing
- Team Building & Leadership
- Vendor Relations

PROFESSIONAL EXPERIENCE

ADT - Langhorne, PA

SENIOR VISUAL DESIGNER, 3/2019 to Present

Drive campaigns from concept to completion across multiple channels, including websites, customer portals, social media, and email. Created unique designs and motion graphics that provided an engaging voice, growing our brand and more than tripling our customer base.

Selected Achievements:

- Developed design and motion graphic standards across a dynamic organization, ensuring adherence by designers, contractors, and vendors.
- Successfully deployed key multichannel campaigns which generated record year-over-year sales.
- Led social media marketing design strategies for both existing and emerging platforms.

CELGENE - Summit, NJ

CREATIVE SERVICES LEAD, 1/2017 to 3/2019

Led various design operations from concept to completion across multiple channels, including digital signage, public website/intranet updates, print, and multiple social media projects, as well as provided engaging and unique web animations using strategic creative development.

Selected Achievements:

- Facilitated an increase in company site traffic through providing significant contributions to multiple key social media campaigns and initiatives.
- Successfully improved efficiency within the design team and drove production by integrating additional animations and eLearning services throughout the department.

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- ♦ Maintained high client satisfaction rates by developing and delivering eye-catching and modern design concepts.

ICON CLINICAL RESEARCH – North Wales, PA

GRAPHICS LEAD, 9/2005 to 12/2016

Produced and implemented interactive training content and Learning Management System (LMS) serving 12,000 employees across global organization, including business application, soft skill, and compliance training and verification.

Selected Achievements:

- ♦ Served as lead creative and strategist guiding complex graphics, animation and interactives, and corporate communications for successful global system launches.
- ♦ Cultivated impactful relationships with internal, external, and content providers to complete thorough testing and successful content deployment.
- ♦ Expanded team skills in optimal system conflict resolution, use of emerging software, and available technology and design resources.
- ♦ Conducted in-depth research and analysis used in determining industry trends and modern design interface methodologies.
- ♦ Created low to high fidelity wireframes, interactive prototypes, and user test scripts.

INSITE IS – Freehold, NJ

LEAD GRAPHIC DESIGNER, 5/2003 to 6/2005

Oversaw project scope to gather requirements, develop design, schedules, and execution.

Selected Achievements:

- ♦ Innovated experience design, animation, interactivity, and streaming video to enhance digital media and web interfaces for crucial clients Vonage and Rutgers University.
- ♦ Drove print initiatives to complete numerous business system documents, magazine ads, brochures, and billboards.

MERRILL LYNCH – Hopewell, NJ

ASSISTANT VICE PRESIDENT/SENIOR INTERFACE DESIGNER, 4/1999 to 4/2003

Senior leader producing substantial learning system interface design, graphic, interactive content, and branding standards the Learning Network and Merrill Lynch University.

Selected Achievements:

- ♦ Provided over 54,000 global employees with engaging and straightforward interactive training content easily accessible through enterprise-wide learning portal containing.
- ♦ Developed uniform brands and user system interfaces used to produce highly-interactive corporate presentations with delivery, tracking, and assessment reporting capabilities.
- ♦ Spearheaded user acceptance testing projects evaluating and measuring user experience and employee satisfaction.
- ♦ Recognized in Harvard Business Review for exceptional project commitment.

EDUCATIONAL BACKGROUND

Bachelor of Fine Arts
THE COLLEGE OF NEW JERSEY, Ewing Township, NJ

TECHNICAL PROFICIENCIES

User Experience | Responsive Interface Design | Visual Design | Adobe Creative Products |
HTML5 | CSS | JavaScript | Web Publishing | Social Media Platforms

PROFESSIONAL AFFILIATIONS

PhillyCHI | Learning & Development Professionals of Greater Philadelphia