

# MARK GOODKIN

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mark@goodkindesign.com

## CORE COMPETENCIES

Website concept, design and implementation  
Graphical User Interfaces  
Newsletters, brochures & collateral  
Logo identity  
Team project leader  
Web and print production

## SOFTWARE & HARDWARE

MacIntosh/PC Platforms  
Photoshop  
Illustrator  
InDesign  
QuarkXPress  
Dreamweaver  
Flash (Intermediate skills)

## EDUCATION:

**MARCH '98 - SEPT '98**

**SEPT '89 - DEC '93**

**JUNE '83**

**MULTI MEDIA CERTIFICATE:** PLATT COLLEGE, SAN DIEGO, CA.

**B.F.A., GRAPHIC DESIGN,** COLLEGE OF VISUAL ARTS, ST. PAUL, MN.

**B.A., POLITICAL SCIENCE,** UNIVERSITY OF CALIFORNIA, SAN DIEGO, CA.  
MINOR, BIOLOGY

## EMPLOYMENT:

**FEB. '95 - PRESENT**

***Job description:***

### **GRAPHIC DESIGN & PRODUCTION (FREELANCE)**

Some clients: San Diego Union-Tribune, San Diego Civic Solutions, Heritage West Futures, Sandra Schriff Speaking and Business Coach, Jenny Craig International, Sharp Eyes Photography, In the light Productions, Wild Woman Design, and Howard Blackson III Urban Design.

**Nov. '04 - JULY. '05**

***Job description:***

**GRAPHIC DESIGNER,** Todays Local News (Copley News), San Marcos, CA  
Design and produce page layouts for daily newspaper and advertisements.  
CLS for classified ads pages. Work with graphic design team, printer, reporters, managing editor, sports and lifestyle editors, copy editors, and account executives.

**JULY '01 - JUNE '04**

***Job description:***

**GRAPHIC DESIGNER,** Horizon Strategies., Solana Beach, CA  
Design/production of Horizon website, intranet, powerpoint presentations and marketing collaterals. Research for Property Acquisitions Department. Developed and maintained contacts with several city and county governments, agencies, real estate brokers, private professionals throughout Southern, CA.

**SEPT. '98 - JAN. '01**

***Job description:***

**GRAPHIC DESIGNER/CONTENT DEVELOPMENT,** Innovatv, Inc., San Diego, CA  
Design/production of Web-based video interfaces and collateral graphics for web broadcast. Project leader on several assignments.  
Assisted the VP of Content Development. Headed client relations with such companies as Bloomberg TV, The Lifetime Channel, The Weather Channel and HGTV.

**MARCH '97 - MARCH '98**

***Job description:***

**GRAPHIC DESIGN & PRODUCTION,** San Diego Union-Tribune  
Oversaw graphics and production in Marketing Promotion Department.  
Conceptualization, design and production of several marketing campaigns, including two car giveaway contests, Super Bowl ticket giveaway, Nature & Eye Photo Contest, Auto Show, and Kids' NewsDay.

**SEE ONLINE PORTFOLIO:**

**<http://www.goodkindesign.com>**