

Mark D Taylor

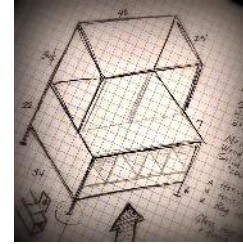
In this presentation there are several examples of my work as lead or assistant designer for a wide range of customers.

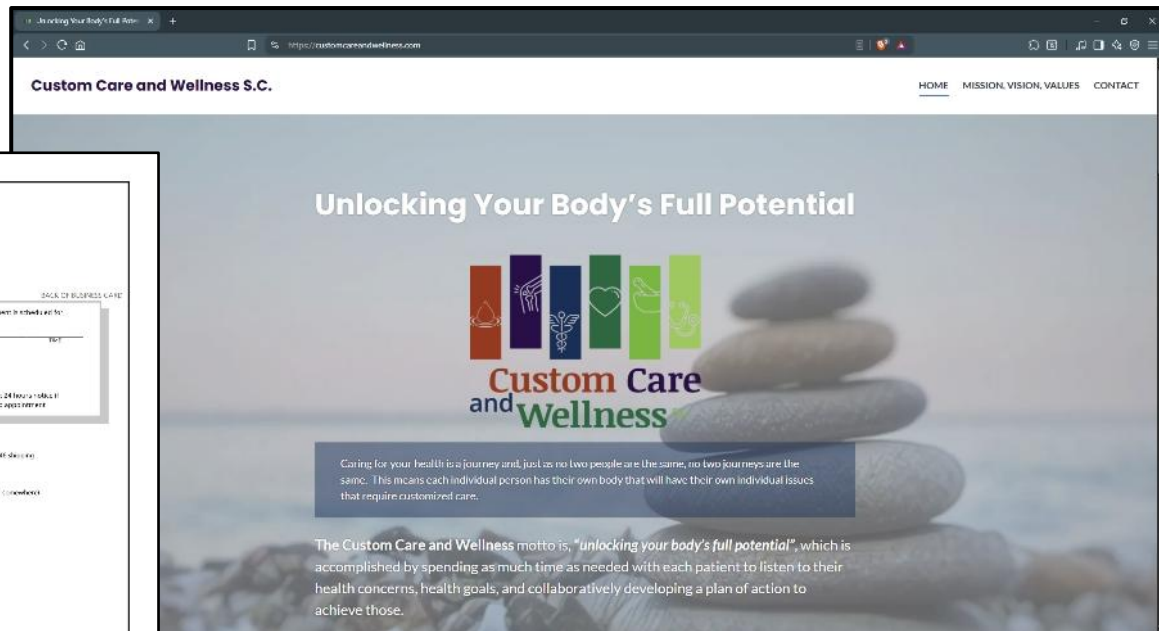
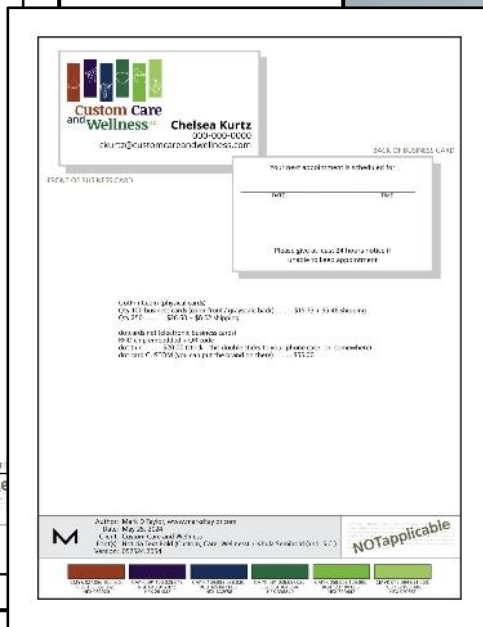
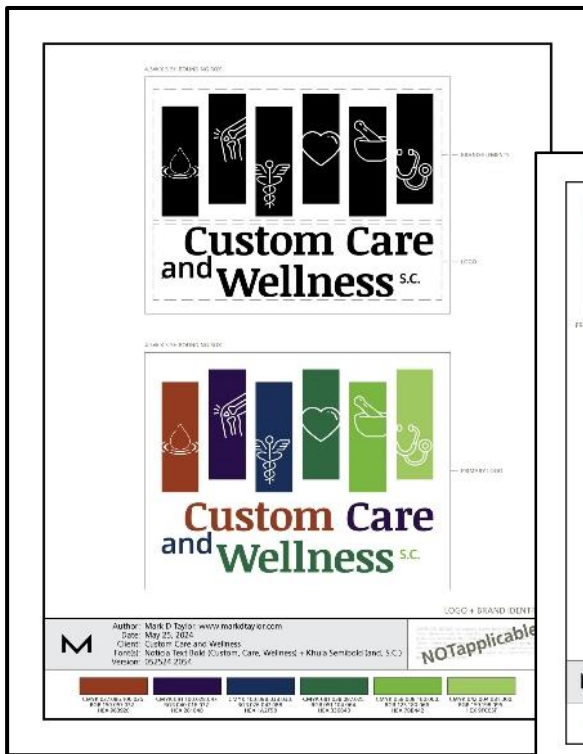
Making art is what I have done since I was young, drawing, coloring, sketching, and then morphing into taking countless photos on my Canon Rebel 35mm and shooting video on bulky wired cameras to shoulder VHS machines, and then morphing into traditional applied arts and designing business cards, posters, and logos. In the years since, it's shifted to websites, interior design, and 3D modeling. All while acquiring knowledge in the inner workings of retail environments, mostly for convenience and retail stores. In my spare time, I assist with public events and work for my church providing audio/visual solutions and online content.



My **design theory** has developed over time, and it includes examining the deliverable and working backwards, all with the customers vision in mind:

- Logo / Brand – how is it implemented and used?
- Cut Sheet – what info is the most important?
- Website – how are you presenting yourself?
- Fixture – who's the audience for the product?





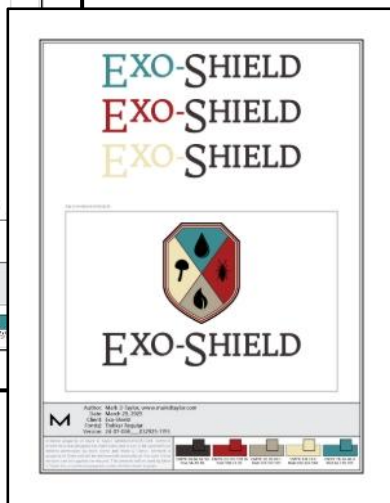
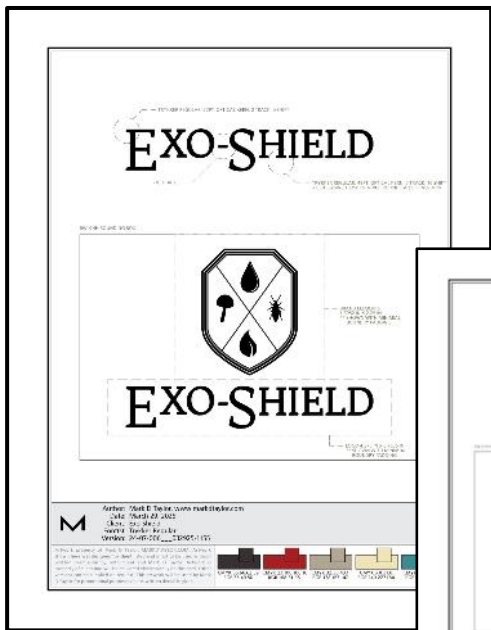
Customer(s): Custom Care and Wellness S.C.
 Solutions(s): Logo / Brand + Business collateral + Website
 Software: Adobe Illustrator, Photoshop + Wordpress

FREELANCE

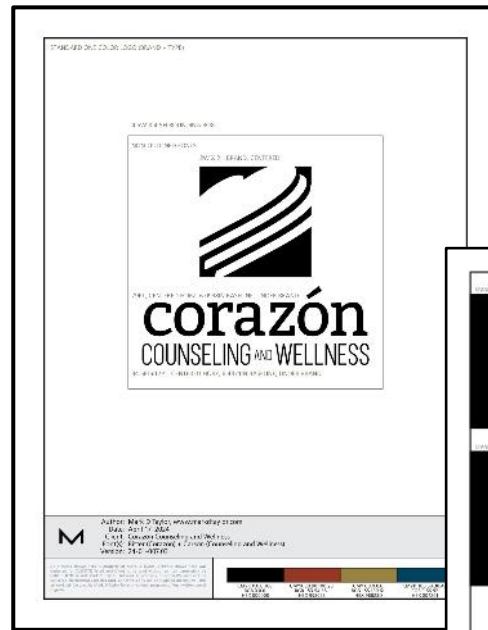
Mark D Taylor



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Customer(s): Exo-Shield
Solutions(s): Logo / Brand
Software: Adobe Illustrator



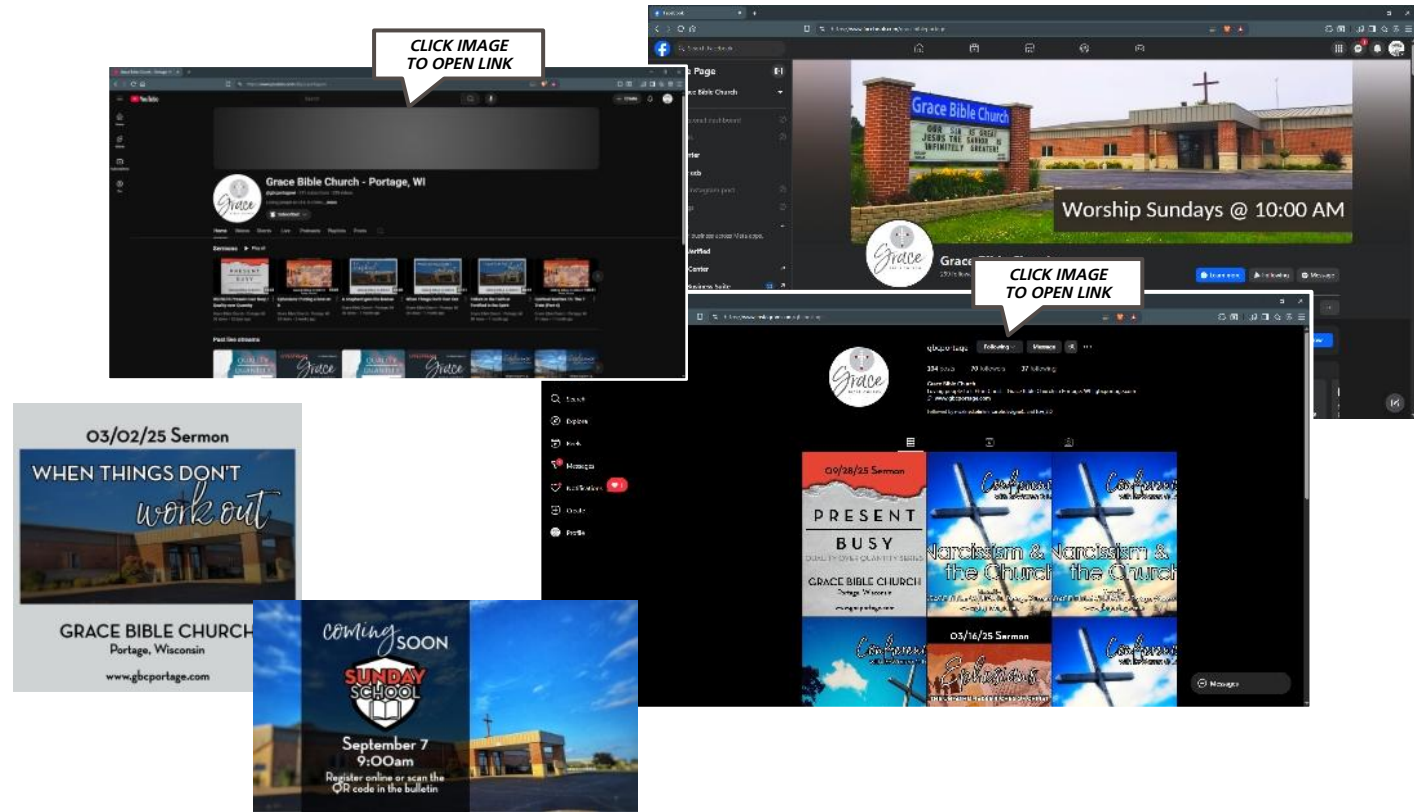
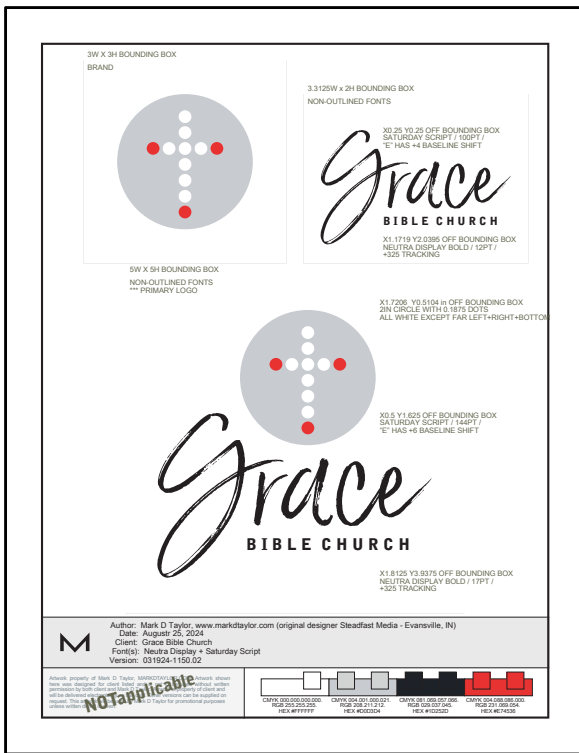
Customer(s): Corazon Counseling and Wellness
Solutions(s): Logo / Brand
Software: Adobe Illustrator

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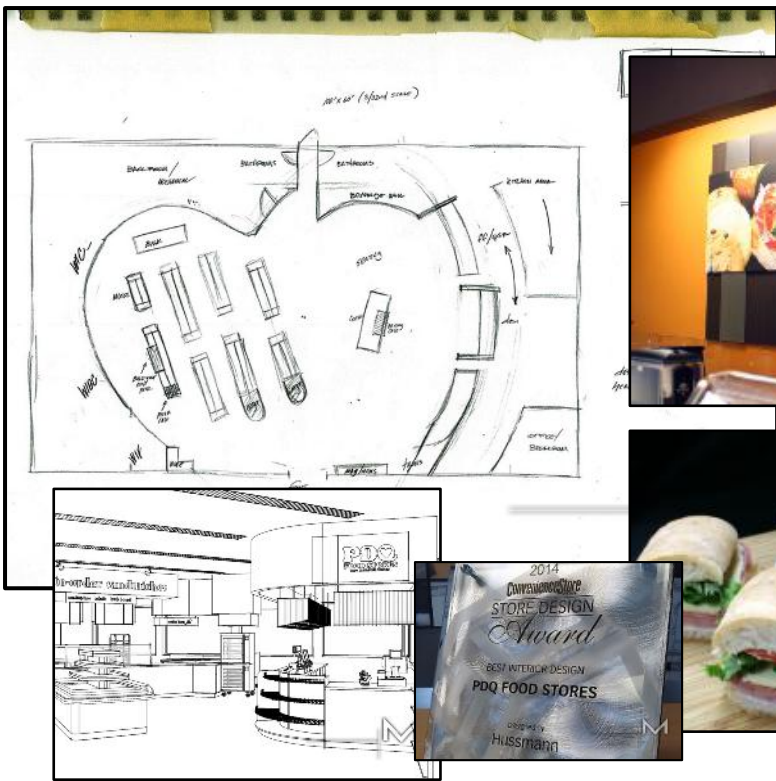
Customer(s): Grace Bible Church
 Solutions(s): Visual communications + Social media + Website + YouTube
 Software: Adobe Illustrator, Photoshop + ClipChomp + OBS + Inkscape +
 SquareSpace + Wordpress

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Customer(s): Hussmann / PDQ Food Stores
 Solutions(s): Store layout + Fixture design + Sign design / assembly / installation + Product photography
 Software: Sketch + Adobe Illustrator, Photoshop + Trimble SketchUp

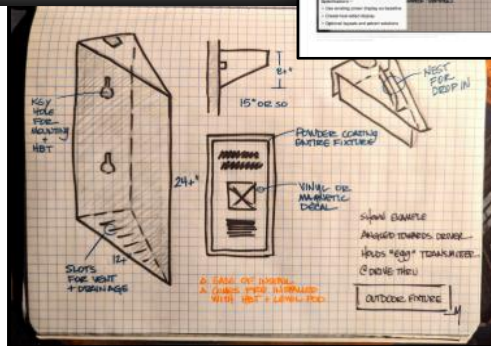
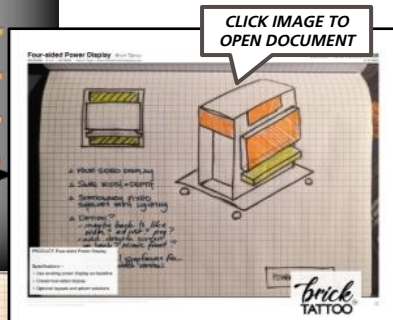
Customer(s): Hussmann
 Solutions(s): Advert + Literature + Presentation
 Software: Adobe Illustrator, Photoshop, InDesign

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Customer(s): Performance Display & Millwork
Solutions(s): Fixture design
Software: Sketch + Adobe Illustrator, Photoshop + Trimble SketchUp

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