

Mark Culbert

Digital Designer

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Contact

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Skills

- Graphic Design
- Web Design
- Marketing
- Branding
- Video Editing
- UX Design

Tools

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premier Pro
- Figma
- HTML5
- Wordpress

Certifications

Professional Diploma in UX Design

UX Design Institute 2024

Work Experience



Digital Designer International Living

July 2019 - Present

- Designing and developing landing pages and marketing emails aimed at increasing customer sign-ups and improving retention.
- Designing online marketing collateral including product images and branding, to effectively engage audiences.
- Editing video content for a variety of platforms, including social media, internal communications, and product marketing, ensuring a consistent and impactful brand presence across all channels.



Creative Designer Flex

July 2017-April 2018

- Contributed to a diverse portfolio of design and digital media projects.
- Crafted impactful marketing collateral and drove brand engagement both internally and externally.
- Produced and edited video content for social media and internal marketing.



Design & Digital Marketing Kollect

Dec 2015-May 2016

- Developed online and offline graphics, including web ads, newspaper ads, posters, stickers, and promotional signs.
- Utilized Google AdWords/Display Network and analytics tools to tailor online presence.



Education



Higher Diploma in Digital Media

SETU - (Formerly: Institute of Technology Carlow) 2018-2019

Entrepreneurship, Creative Studio, Digital Media Design, Graphic Design, Web Design, Marketing Management.



BSc Multimedia Applications Development

SETU - (Formerly: Waterford Institute of Technology) 2010-2014

Graphic Design, Web Design, Photography, Software Development, Database Management, Audio Production, Video Production, Motion Graphics.



Multimedia (FETAC Level 5)

Waterford College of Further Education

2009-2010

Design, Video, Web Authoring, Image Processing, Multimedia Authoring, Multimedia Project Development, Work Experience, Communications.