MARK MORGAN

Art Director | Graphic Designer | CMF Designer

markmorgancreative@gmail.com markmorgancreative.com 07880 903083

PROFILE

Art Director, Graphic Designer and CMF Designer with extensive in-house experience shaping brands and the visual character of their products. Combines creative leadership with hands-on expertise in brand identity, colour, materials, finishes and product graphics, supported by photography direction and print and digital design.

A central focus has been translating creative ideas into finished products, working closely with R&D teams and with factories and vendors in China and Taiwan. Worked on-site with factory teams to develop and finalise new and experimental colours, graphics and finishes. Experience spans concept development, sampling and stakeholder approval through to production oversight, using factory visits and ongoing supplier coordination to maintain quality and consistency. This extends to directing imagery and marketing materials to support product launches and sales.

Began at ATB Sales as the sole graphic designer working across Whyte and California-based Marin Bikes, designing bike graphics and catalogues and art directing studio and action photography, including location shoots in Marin County and San Francisco. As the business grew, progressed into broader creative leadership and ultimately the Art Director role, leading teams and delegating delivery while retaining creative oversight and managing projects, budgets and timelines.

CORE SKILLS

Art Direction · Graphic Design · CMF Design · Creative Direction · Brand Identity · Photography Direction · Project Management · Team Leadership · Production Management · Campaign Development · Print Design · Digital Design

PROFESSIONAL EXPERIENCE

Art Director — Whyte Bikes Ltd | 2021–2025

- Led creative direction across brand, CMF, product graphics and marketing, guiding creative teams and external specialists while retaining a hands-on role in design and production.
- Defined and led the brand's creative vision, strengthening visual consistency and supporting Whyte's positioning as a premium, aspirational cycling brand.
- Led CMF strategy and design, developing colour palettes, materials, finishes and product graphics informed by trends, customer insight and close collaboration with R&D.
- Worked directly with factories and vendors in China and Taiwan, developing and finalising new and experimental colours, graphics and finishes on-site.
- Guided samples through stakeholder review and approval, then oversaw production through factory visits and regular supplier updates, balancing creative intent with technical feasibility, cost and quality.
- Established graphics, paint and sampling standards to improve production consistency, increase efficiency and reduce failure rates.
- Directed studio and location photography and developed in-house photography and video capabilities, establishing consistent imagery standards, efficient workflows and accessible asset distribution.
- Oversaw creative across campaigns, digital, print, packaging, retail and exhibitions, ensuring imagery and communications supported product launches and sales.
- Presented creative concepts and CMF proposals to senior stakeholders, aligning design direction with brand and commercial priorities.
- Led and mentored creative teams, delegated work and commissioned freelance specialists. Managed multiple projects simultaneously, overseeing budgets and timelines from concept through to final delivery.

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Graphic Design Manager — ATB Sales Ltd / Whyte Bikes | 2001–2021

Joined permanently following approximately one year of freelance work for ATB Sales. The company later became Whyte Bikes.

Initially the sole graphic designer working across Whyte and California-based Marin Bikes, responsible for hands-on design across product graphics, brand identity, catalogues, photography direction and marketing. Took on increasing creative leadership and delegation as the business grew.

- Designed the Whyte Stag logo and developed its application across products, apparel, marketing and digital communications, establishing a distinctive and consistent brand identity.
- Designed bike graphics and developed colour, materials and finishes, working closely with R&D teams to complement each product's character and intended customer.
- Took CMF concepts through sampling and factory production, working on-site with manufacturers in China and Taiwan to explore and finalise colours, graphic applications and finishes.
- Reviewed samples with stakeholders and coordinated subsequent production, resolving colour, finish and graphics issues through factory visits and ongoing supplier communication.
- Designed and produced catalogues for Marin and Whyte, bringing together product information, photography, typography and print-ready artwork.
- Art directed studio and action photography for Marin Bikes, including location shoots in Marin County and San Francisco, California, as well as photography in Taiwan.
- Commissioned photographers and coordinated locations, talent, styling, equipment, transport and product logistics, ensuring imagery was consistent and ready to support launches and sales.
- Designed advertising, packaging, point-of-sale materials, retail graphics and exhibition assets, maintaining a cohesive visual identity across communications.
- Managed multiple projects and production schedules, coordinating suppliers, printers, budgets and deadlines through to final delivery.

Earlier Experience

Creative Services Designer — West End Studios Ltd | 1998–1999
Graphic Designer — RSA Creative Ltd | 1997–1998

TOOLS & PRODUCTION

Adobe Creative Cloud
Experience in Illustrator, Photoshop, InDesign and Acrobat.
Microsoft Office
Experience using PowerPoint, Word and Excel.
Photography & Artwork
Digital asset management, image retouching, print-ready artwork and print production processes.

EDUCATION

BA (Hons) Graphic Design — Norwich School of Art and Design | 1997
National Diploma in Graphic Design — Hastings College of Art | 1994

AWARDS

D&AD Student Award for Graphic Design | 1997