

Marco Fletcher

A **product designer** with a background spanning multiple fields such as visual design, creative management, and 3D modeling. Prioritizing collaboration and serving as a communicator to successfully bring clients' visions to fruition. Currently a Public Arts Coordinator at the Maryland-National Capital Parks & Planning Commission, leading teams of artists to develop art installations and collaborating with marketing teams to drive community engagement.

WORK EXPERIENCE

Public Arts Coordinator @ Maryland-National Capital Parks & Planning Commission

Oct 2022 - Present

- Led a team of 10 artists to develop, collaborate, and produce art installations around Maryland; amassing 70+ total installments.
- Collaborated with the advertising and marketing team to develop various designs for items such as company merchandise, flyers, vehicle wraps, etc. To increase public traffic into community centers and event attendance.
- Partnered with community focused non-profit organizations to plan and execute community events within budgets ranging from \$15,000 to \$100,000.
- Updated logos and overall branding of programs to reflect and capture its evolving members and targeted audiences with a 95% approval rating. Communicated with staff and created surveys to gain input on how they'd like to be represented.
- Led and organized creative workshops for adults, teens, kids, and those with disabilities.
- Supported team in the optimization and streamlining of online-request intake form. Increasing efficiency by 46% and task completion by 90%.

UI/UX Designer (Contract) @ TheJungleJinni/ Unesco

Dec 2023 - Aug 2024

- Designed an educational tool, supporting the sale and local hosting of the book "The Jungle Jinni" for teachers to create and share corresponding material. Allowing for students to engage with corresponding material.
- Optimized communication with the development team by using a figma-to-framer pipeline.
- Collaborated with "The Jungle Jinni" author to best represent their published book and preserve intentions.
- Created a playful and interactive UI to appeal to the younger education demographic; keeping in mind accessibility.
- Designed with responsive breakpoints to support desktop and mobile usage.

CONTACT

[Portfolio](#) (designedbymxrco.com)

[LinkedIn](#)

(www.linkedin.com/in/marco-fletcher-20bb77168)

marcoflet@yahoo.com

+1 (202) 557-5969

SKILLS

Web Accessibility

Responsive Design

Brand Identity / Brand Strategy

User Research (Cold & Warm Data)

UI Design

Art Direction

Design System Development

Modern Color Spaces (OKLCH, HSL, HEX)

Prototyping

Journey Mapping

Wireframing

Team Building

Coaching

Collaboration

Budgeting

Project Management

3D-Modeling

Basic Web-Development (HTML, CSS, React)

TOOL BELT

Figma

Adobe Suite (Illustrator, Photoshop, InDesign, Lightroom, Premiere Pro)

Davinci Resolve

Framer

Autodesk Maya

Graphic Designer (Contract) @ **Dare To Dream**

Oct 2024 - Dec 2024

- Developed a logo that captures youthfulness and professionalism to compliment the newly adopted brand guidelines without losing brand appeal to the targeted, younger demographic.
- Provided a set of finalized logos to fit size constraints for corresponding formats (i.e. documents, merchandise, web, etc.) .

Graphic Designer (Contract) @ **Chivic Healthcare**

Jan 2021 - Feb 2021

- Created a logo that provides a sense of security and wellness for patients; easily identifiable/memorable.
- Structured document layouts using clear visual organization; providing consistency and familiarity to both patients and doctors.
- Developed colour palette and usage guidelines for the clinic's website and other materials.

Graphic Designer/Product Designer (Freelance)

Jun 2019 - Present

- Designed brands, merchandise, websites, and prints.
- Utilized the 30/60/90 framework to provide clients with clear, structured updates on the project's progress, ensuring timely communication of milestones and completion status at each stage.
- Provided usability assessments and restructured information architecture for clients' websites.
- Advised brand owners on what design direction to move forward with based on ideal outcomes and needs.
- Used a modular service offering model to easily accommodate clients' budgets to ensure impactful work could still be done despite the constraint.

CERTIFICATIONS

IBM (Enterprise Design Thinking Practitioner, Team Essentials for AI)

EDUCATION

UX Design @ Designlab
2023-2024

(A.A.S.) Visual Communication/
Graphic Design @ Prince George's
Community College
2021-2022

HOBBIES

Trying new tech

Recipe crafting

Gardening

Cycling