



**m** mark holden

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www.markthat.com

(416) 219 2853

**2002-2006** Ryerson University, BFA Honours New Media

» Scholarship student » Golden Key Honours Alumni Recipient » Deans Honours List

**APR 2007 - PRESENT** Senior Art Director, Ogilvy Interactive

**APR 2005 - APR 2007** Art Director, Ogilvy Interactive

- » Developed creative for many of Ogilvy's clients: American Express, Bick's, Blackberry, CAA, Cogeco, Domtar, Danone, IBM, Kraft, Lenovo, Olivieri, Robin Hood, Unilever, Winners, Yahoo!, Yellowpages.
- » Pivotal in the immense creative and business growth of the Yahoo! client. Took part in a worldwide re-work of the Yahoo! brand in NYC.
- » Led the creation of first-time projects in the Ogilvy Network - an RSS feed banner, Desktop Widget, and Avatar advertisement.

**OCT 2005 - JAN 2006** Contract Art Director, Yahoo! Canada

- » A special agreement between Ogilvy and Yahoo! had Ogilvy's Director of Interactive Services and I working at Yahoo! to help their marketing efforts. Yahoo! Canada was grown into one of Ogilvy Interactive's largest client at the time.

**1998 - 2005** Designer and Developer

- » As a freelance Web Designer and Developer, I completed projects for small companies and large multinationals. Working for various web firms, or for my own clients:
- » Orientation Marketer, Ryerson » Web Designer, Doc PC » Designer and Owner of Optic Asset

- AWARDS AND EVENTS**
- » 2006, awarded the Ogilvy Award of Excellence in recognition of hard work, initiative, efficiency and passion. Making us better.
  - » 2005, Ryerson University Award for Leadership in Innovation - Recognizing my work bringing technical advancements, including Online Orientation, video production, etc: aiding in communication between Student Services and first year students.
  - » The Ontario Ministry of Enterprise, Opportunity, and Innovation's Young Entrepreneurs Summer Company Award
  - » Ontario Scholar, Ryerson Entrance Scholarship
  - » Exhibitions: 'Fuse' 2006 New Media Festival, Oakville Galleries 'Continuum', InterAccess 'Control', 80 Spadina Ryerson Gallery 'Sense',

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## Skills and Applications

**GRAPHIC** » Adobe Photoshop  
» Adobe Illustrator  
» QuarkXPress  
» Adobe InDesign  
» Corel Painter

**WEB** » Adobe Dreamweaver  
» Adobe Flash  
» Actionscript  
» Javascript  
» XHTML, CSS, Accessibility  
» XML, RSS Feeds  
» Desktop Widgets  
» Ruby on Rails, PHP MySQL,

**ANIMATION** » Adobe After Effects  
» (Limited) Autodesk Maya  
» Motion

**VIDEO** » Final Cut Pro  
» Adobe Premiere  
» DVD Studio Pro  
» Codecs and Web Optimization

**AUDIO** » Pro Tools, Soundtrack, Garageband  
» Sony Vegas, Acid, Soundforge  
» Recording, DAT, 5.1 mixing

**INSTALLATION** » Max/MSP/Jitter  
» Simple Electronic Circuit Creation