



MARK RAKOW

323.497.3983 | los angeles | merakow@gmail.com | markerakow.com

STRENGTHS

Adaptability

Adapted to diverse client needs and project requirements, consistently delivering high-quality results.

Collaboration

Partnered with cross-functional teams and clients to achieve shared project goals.

Project Management

Managed project life-cycles from conception to completion, ensuring timely and efficient delivery.

SKILLS

Adobe Creative Suite

- PhotoShop
- InDesign
- Illustrator
- Acrobat
- Animate

Wordpress

Elementor

HTML5 • CSS

Sublime Text

Asana

Canva

EDUCATION

GRAPHIC DESIGN/ ILLUSTRATION

CLEVELAND
ART ACADEMY
1982 — 1984

ILLUSTRATION

COOPER
SCHOOL OF ART
1980 — 1982

SUMMARY

Seasoned Design Director with 20+ years delivering versatile visual solutions across web, print, and marketing. Expert in Adobe Creative Suite and WordPress, with a strong record of adaptable, client-focused design.

EXPERIENCE

FREELANCE PRINT/WEB DESIGNER

DEMOTRAC

2014 — Present
West Hollywood, CA

- Execute client-aligned design projects, encompassing custom WordPress development and multi-channel promotional materials.
- Facilitate design reviews and incorporated stakeholder feedback to ensure cohesive branding across all deliverables.

DESIGN DIRECTOR

ADLHOCH CREATIVE

2018 — 2024
Los Angeles, CA

- Conceptualized and executed comprehensive visual campaigns for The Original Farmers Market, managing all production aspects and ensuring brand integrity.
- Delivered client-aligned visual solutions for diverse projects, while developing innovative concepts and maintaining brand standards for clients including Banc of California, MyNHD, and Cocoa Parlor.

FREELANCE/CONTRACT GRAPHIC DESIGNER

MARK RAKOW DESIGN

2004 — 2013
Los Angeles, CA

- Managed diverse graphic design projects for various clients, including direct mail, web, and promotional materials, consistently meeting deadlines and budgets.
- Collaborated with external vendors throughout project lifecycles.

GRAPHIC DESIGNER

LA FAMILY MAGAZINE

2002 — 2004
Tarzana, CA

- Designed engaging layouts for a monthly lifestyle publication, enhancing aesthetic appeal through collaboration with editors and advertisers.
- Created optimized marketing materials for Pali Summer Camp, driving user engagement and conversions across digital and print platforms.

ART DIRECTOR/PRODUCTION MANAGER

FRONTIERS NEWSMAGAZINE

1992 — 2002
West Hollywood, CA

- Managed the complete visual production of a bi-weekly news-magazine, collaborating with editors and ad managers to improve team coordination and reduce project turnaround time.
- Supervised and developed a 4-person art and production team, while implementing and maintaining a digital advertiser archive to support sales and marketing efforts.

For a full Experience List, visit markerakow.com/about