

MARWAN FREIJ

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Creative director with over 20 years experience, both in-house and agency, specializing in web and mobile design, campaigns, packaging, marketing materials and trade show signage. Strengths include team management skills, overseeing multiple projects, conceptualization, communication, decision making and attention to detail.

WALMART ECOMMERCE (SAM'S CLUB)

Associate Creative Director, July 2014 to Present

Direct a team of designers on a wide range of projects including supplier funded brand pages, emails, push notifications, site placements, banners, social posts and print ads.

Accomplishments

- Was the first hire of the content and creative team, and took part in interviewing, hiring and onboarding many new team members.
- Staffed and led a new, internal team, to work on supplier funded assets that were previously done by an external agency.

DEL MONTE FOODS/BIG HEART PET BRANDS

Art Director/Senior Web Designer, May 2013 to July 2014

Layout and development of multiple desktop and mobile sites. Create branded materials including marketing emails, Facebook assets and content for online retailers.

Accomplishments

- Designed and refreshed Del Monte's consumer and pet websites, including Milk-Bone, 9Lives, Kibbles 'n Bits, Meow Mix and Nature's Recipe.
- Worked with the sales teams on creating layouts and assets for multiple online retailers.

DAI

Art Director, April 2013 to December 2013

Designed literature and signage promoting DAIs work helping to solve social and economic issues in developing nations.

Accomplishments

- Produced USAID innovations catalog for the Grand Challenges for Development initiative.
- Created single page literature, a booklet and event signage promoting the 2013 Powering Agriculture Grand Challenge winners.

INCASE

Senior Packaging Designer, October 2012 to May 2013

Developed a new packaging system for Apple accessories. Updated existing packaging to reflect the new design. Directed the production artist on extension of product lines.

Accomplishments

- Refreshed core line of iPhone case packaging for an overall improved shopping experience.
- Designed new line of easy-open packaging for Samsung and Motorola phone cases.
- Proposed and implemented a cost effective packaging solution for product partnerships.

MONSTER CABLE

Senior Graphic Designer, September 2002 to September 2012

Design and production of packaging, ads, sales presentations, literature, POP, signage, illustrations and trade show materials. Directed designers on various projects.

Accomplishments

- Developed and managed packaging and materials for multiple product categories.
- Supported sales team by creating presentations for domestic and international retailers.

SKILLS

- Creative Direction
- Art Direction
- Graphic Design
- Web Design
- Mobile Design
- Packaging
- Corporate Identity
- Typography
- Logo Design
- Production
- Illustration

SOFTWARE

- Photoshop
- Illustrator
- InDesign
- Sketch
- Miro
- Figma
- Basic understanding of Dreamweaver, HTML and CSS

OTHER CLIENTS

- Robinson-Clarke
- Citigate
- Publicis
- Williams-Sonoma
- Turner and Associates
- Meridian Advertising
- ViMax Marketing
- Khadder Law Firm
- Benefit Cosmetics
- Valley Medical Consultants

EDUCATION

College for Creative Studies
Bachelor of Fine Arts – 1999
Graphic Communications Major

Udacity

UX Nanodegree – 2020