

Resume

Mark Abernethy

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11 Hickson Street
Toronto, ON, Canada
M6K 1T4

1 (647) 886-6475
Mark@M4RK.com

M4RK.com



Background

As a creative leader and designer, I've long been an advocate for innovation with user experience design at its foundation.

I see Bitcoin as a transformative force that can empower individuals and uplift communities worldwide. By harnessing the power of Bitcoin, the potential of Web3 technologies and by leveraging tools like AI and mixed reality, I believe we can build innovative applications and creative solutions that ultimately make the world a better place.

Throughout my career, I've led creative teams and overseen digital product design for a diverse portfolio of clients, including industry leaders like Mercedes-Benz, NASA, Saab, BMW, Mini, GM/ Cadillac, Nike iD, HP, and Accenture.

In my current focus, I'm dedicated to demystifying the world of crypto, Web3, blockchain technology, and mixed reality. This builds on my solid foundation in visual design, brand strategy, and user experience design. My goal is to help teams create and launch new products that help people utilize the features and benefits of Bitcoin in this rapidly evolving landscape.

Professional Experience

- Led creative direction, strategy, and art direction on projects of all sizes, guiding them from initial discovery through to final execution and refinement
- Estimated, managed, and allocated resources across a diverse range of teams and projects
- Actively participated in departmental planning and discussions
- Directed creative teams composed of art directors, designers, UX designers, information architects, writers, content strategists, illustrators, animators, motion graphics specialists, sound designers, and photographers.
- Collaborated with business development teams on pitches for new business opportunities and played a role in raising investor capital
- Developed comprehensive user testing plans, oversaw and participated in testing and task analysis with various audience stakeholders, and presented results to both internal teams and clients
- Encouraged and managed professional development within my teams
- Judged and presented awards at events such as the London International Advertising Awards and FlashintheCan (FITC)

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Employment

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HELLO CRYPTO

Founder, Creative Director, Editor

As a founding partner at HelloCrypto, I focus on building and developing the brand, and producing content to support our content marketing strategy.

HelloCrypto.com

REMOTE / TORONTO | 2021– 2024

SUPERVISION STUDIO

Founder, Creative Director, Manager

I brought together a group of designers, developers and content marketing experts to form a remote design studio.

CLIENTS:

Humanscale, Leapfrog, REDLINE/, RoundContent

REMOTE/TORONTO | 2018– 2024

CRITICAL MASS

Creative Director / Art Director

I helped an independent task force to redesign and re-architect HP's enterprise B2B site.

CLIENTS:

HP, HP for Business

TORONTO / LOS ANGELES | 2013

M4RK

Independent Creative Director / Consultant

As an independent consultant, I lead internal creative teams and consult for agencies like Critical Mass, Lowe, DeCode, Damashek Consulting and the UX Guys.

CLIENTS:

Accenture, Humanscale, HP, BMO, DeCode, Saab, CAO, RoundContent

DAMASHEK CONSULTING

Creative Director

I worked with Harris Damashek to establish and lead his remote design studio.

CLIENTS:

Accenture, Cisco, CareOne, Underground Eats

TORONTO / BROOKLYN | 2006–2012

LOWE & PARTNERS

Creative Director

I led the international (digital) marketing campaign that launched Saab's 9-3 sports wagon in partnership with Lowe's Stockholm office.

CLIENT:

Saab Automobiles

STOCKHOLM | 2004–2005

BLAST RADIUS

Art Director

I helped lead the redesign of BMW and MINI Canada sites and designed a digital branding application for Cadillac.

CLIENTS:

BMW, Mini, Aeroplan, Chapters/Indigo, Cadillac/GM

TORONTO | 2003–2004

CRITICAL MASS

Department Head / Creative Lead

I was fortunate to be part of the creative leadership and new business teams for one of the world's largest and most successful digital agencies.

CLIENTS:

Mercedes-Benz, NASA, Nike iD, Nokia Vertu, UHC, Disney

CALGARY / TORONTO | 1998–2003

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Accolades

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Education

ALBERTA UNIVERSITY OF THE ARTS, 1991 - 1996, Calgary

The AUA Design program is studio-based and deals with all aspects of graphic design including design fundamentals and advanced design theory, design history, typography, illustration, exploration, research preparation, and formal presentations.

SCHOOL OF VISUAL ARTS, Milton Glaser Workshop, 1998, New York

This intensive workshop focused on professional exploration, self observation, and problem solving as they applied to daily assignments and group projects. The classroom brought together an international group of professional designers and included lectures from prominent designers, photographers and illustrators.

Awards

ART DIRECTORS CLUB OF CANADA

Silver - Clay Stang Photography

ONE SHOW INTERACTIVE

Merit - Corporate Image (B2C):
MINI Canada/MINI Showroom

LIAA AWARDS

Finalist -NASA.gov, (Public Service)

GOLDEN AWARD OF MONTREUX

Finalist Award Certificate - NASA Portal,
(Culture, Knowledge and Science)

WEBBY AWARDS

People's Voice Award -NASA
(Government & Law)

CANNES CYBER LIONS

Short List - Mercedes-Benz USA,
MBUSA.com

ASSOCIATION FOR INTERACTIVE MEDIA /

Unica Personalization Excellence Awards
Second Place - Mercedes-Benz USA,
My Mercedes

CLIO AWARDS

Silver - Mercedes-Benz, MBUSA.com
(Interactive, Consumer-Targeted Site)

INTERNATIONAL AUTOMOTIVE

ADVERTISING AWARDS

Merit - Mercedes-Benz, MBUSA.com

Next Steps /

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Stand for Something or You'll Fall for Anything.



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