



MARK BYRNE

insight • innovation • design

CONTACT

mark@zero29.com
412-999-0426
San Francisco, CA.
94117

zero29.com

EDUCATION

Carnegie Mellon University : Pittsburgh : PA : 2017
Masters of Integrated Innovation for Products & Services
Graduate Dec 2017

Coventry University : Coventry : UK : 2007
Bachelor of Science in Industrial Product Design
Graduate May 2007

EXPERIENCE

UX Innovation Intern : 2017 - 2017

MSA - The Safety Company : Pittsburgh : USA msasafety.com

- Performed a comprehensive research analysis of the subject matter; user ethnographic studies, competitor analysis, in-depth literature reviews and facilitated design sprints with internal and external stakeholders
- From findings, I designed and created innovative UX prototypes developed through hand sketching/prototyping and generated mock-ups illustrating the next evolution of the product line

Senior Production Designer : 2015 - 2016

Anomaly Advertising Agency: Toronto : Canada anomaly.com

- Integral team member on Budweiser Red Light campaign in Canada, developing an experience in both the physical and digital realm generating revenue of more than CAD \$7,000,000
- Designed assets across various platforms for web, print and marketing exposure for both the Canadian & US Shock Top Summer campaigns, concluding with an ad in the 2016 Super Bowl
- Created presentation deck and ancillary material used by Art Directors and Account Supervisors in numerous pitches for clients including Cirque du Soleil, Hershey's and San Pellegrino

Production Layout Designer : 2011 - 2015

Europtimum : Toronto : Canada europtimum.com

- Led the R&D team through development and prototyping, delivering the next evolution of an inspired product line and integrating ADA compliance to enhance our bidding within US markets
- Prepared layouts and production drawings for a number of high-end clients such as HSBC, RBC, PWC, KPMG, Stantec, adhering to strict branding guidelines and standards to ensure clarity throughout all client material
- Led design in a vital RFP submission for Royal Bank of Canada to secure a 4-year contract

Freelance Designer : 2009 - Present

zero29 : Multiple Cities zero29.com

- Created brands for multiple start-ups, both within Canada and the U.K., and maintained working relationships to nurture their company growth
- Performed qualitative and quantitative research to determine key learnings and leveraged insights and data to illustrate prospective impact on design and business strategy

Design & Marketing Lead : 2007 - 2011

Tradewood&Co : Belfast : Northern Ireland tradewood.co.uk

- In-house re-branding of an existing multi-million-pound company with 25 years' experience in the timber trade market. Implemented new design and marketing techniques to further enhance Tradewood's brand both within the internet and through industrial publications
- Contributed to creating the new brand 'RESISTANT', a technological concept introduced into the building trade market and 'CHEETAH', a successor in the flooring market

DURING DOWNTIME

24-year Rugby career (awarded player of the year and captain for 2 different clubs), Travelling (backpacked for 12 months in 2009 and wish I'd never stopped), Apertures & Exposure, getting lost whilst jogging, carrot pickin', tinkering with cars, cycling fast down hills and slow back up them, racquets and birdies, swimming, wandering aimlessly around galleries.

DESIGN SKILLS

Presentation Layout
Sketching / Ideation
Concept Development
Storyboarding
Wireframing
Design Research
CAD Modelling
3D Printing
Hand Modelling
Branding Standards
Art Direction
Pre-Press and Print
Project Management

SOFTWARE

Adobe CC
Sketch
InVision
Solidworks
3DS Max
Keyshot

PROGRAMMING

HTML/CSS
JavaScript
C++