

DAVE MARKES

SENIOR ART DIRECTOR & DESIGNER
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Hi, my name is Dave Markes, I'm a designer and art director, but more importantly a change agent for brands that are passionate about finding their unique brand voice and place in the world. My 20+ years in the industry have been a wild ride through many different shops, from independent agencies to in-house creative teams. I've had a passion for visual storytelling from the age of 3 with my first drawings of Mt. Capulin volcano. Since then, I've devoted my life to the craft I love, and believe strongly in life-long learning, adding to my creative knowledge every day. Most recently, I completed ex W&K veteran Jason Bagley's Creative Megamachine, a course that sheds light on how the industries' best do what they do. Over the years I've developed a deep understanding of brand strategy, positioning, archetypes, brand identity architecture, and a thorough process for collaborating with all stakeholders to achieve a brand platform that everyone can get excited about. If you are passionate about branding and are looking for a partner you can trust to help make it shine, give me a call.

EXPERIENCE

METAFOR: JAN 2024 – CURRENT***Sr. Art Director***

Metafor is a newly-founded, independent branding and marketing studio. Metafor is a scrappy, creatively-driven firm that partners with clients looking for great work, but want an alternative to the large agency model. Here, I lead the creation of a new brand identity for Every Day Weed, a new line of cannabis products targeting consumers who want a high-quality, but simpler and unpretentious option when it comes to choosing their cannabis products. Other clients include: Louisiana Hot Sauce, Guild, and more.

UNITY RD: MAR 2018 – JAN 2024***Creative Director***

As the head of Unity Rd's creative department, I lead the creation and implementation of a comprehensive brand identity from initial conception to final execution for Unity Rd, the U.S. cannabis franchise pioneer. From integrated marketing campaigns, to social, to in-store design, every detail of the consumer experience was considered. Unity Rd. was named one of the top cannabis retail leaders by *MJBizDaily* magazine, and was the first cannabis business to earn a *Franchise Times* Dealmakers award.

ITEM 9 LABS: MAR 2022 – JAN 2024***Creative Director***

From award-winning flower to masterfully crafted concentrates, Item 9 Labs delivers the highest quality cannabis products using best-in-class techniques. As creative director, I lead the marketing team in the development of an integrated go-to market campaign for a new Live Resin Disposable vape product as well as establishing strategy and direction for the Item 9 Labs master brand.

PUBLIC LABEL: MAR 2020 – MAY 2022***Senior Art Director***

Public Label is a Denver-based shopper marketing and integrated branding agency that help brands recognize and align with consumer's motivations and cultural movements which leads to brand growth. Our creative team lead the development of the Bronco Rewards program which delivered hand-crafted promotions for the re-introduction of the legendary Ford Bronco in 2021. For Planterra foods, we created an integrated campaign for the launch of a new plant-based meat alternative, Ozo. I was also on the creative team that created the new brand for the world famous motorcycle rally in South Dakota, Sturgis.

KARSH HAGAN: FEB 2015 – MARCH 2019***Senior Art Director***

Karsh Hagan is an independent, multi-disciplined marketing, design and technology company in Denver, Colorado. They specialize in Colorado-based clients. During my time at KH, I lead the creation of campaigns for Bank of Colorado, CU Denver, and Visit Denver, which included multiple video and still photo shoots, as well as execution across digital media and traditional channels.

ELLEN BRUSS DESIGN: AUG 2014 – JAN 2015***Art Director***

EBD is a Denver-based full-service design and brand consultancy, a boutique design studio specializing in brand identity, packaging, retail and environmental design. I created designs for Hammond's Candies, O.Pen Cannabis Vapes, as well as a logo design for the alpine modern Born hotel in downtown Denver.

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EXPERIENCE (CONT.)

SWANSON RUSSELL: FEB 2011 – JULY 2014***Art Director***

SR is a full-service marketing communications agency in Omaha, Nebraska focused on agriculture and healthcare clients. In my role at SR I developed brand identity campaigns for Mary Greeley Medical Center, Fremont Health and lead the creation of Strike Out Hunger for the Food Bank of Omaha, which was recognized in CA in 2014.

UNIVERSITY OF NEBRASKA MEDICAL CENTER: JULY 2010 – FEB 2011***Art Director***

UNMC has six colleges, two institutes and a graduate studies program, serving nearly 4,000 students in more than two dozen programs. In 2010, I was brought on to lead the implementation of a new cohesive brand identity unifying 3 separate entities underneath the UNMC brand. Building a brand from the client side was a huge learning experience and helped me truly understand the challenges from the client perspective.

BAILEY LAUERMAN: MARCH 2004 – JULY 2010***Art Director***

Bailey Lauerman is where I cut my teeth in the ad biz. This independent agency in Omaha, Nebraska is continually recognized for outstanding creative and innovative thinking. During my time there, the agency was featured in Graphis as well as it's first appearance in Communication Arts. My work included integrated campaigns for Union Pacific Railroad, one of America's oldest and most important companies. UP is one of the two railroads signed into existence by Abraham Lincoln and assigned the task of uniting east and west with America's first transcontinental railroad. My experience with UP was my first foray into true brand development, positioning, archetypes, and working with planners and an authentic brand story. My time spent here forged my opinion of what makes great work and served as an excellent foundation for the rest of my career.

EDUCATION

UNIVERSITY OF NEBRASKA AT KEARNEY***BFA in visual communication and design, graduated in 2000***

Highly respected design school that provided a well-rounded fine art studio foundation with a design emphasis that involves the current practice, technology, and theory of graphic design layout, typographic communications, identity branding systems, illustration, packaging, motion graphics and website design.

RECOGNITION

2017 - The One Show Denver: The Fifty, HOW International Design Annual

2015 - Graphis Poster Annual

2014 - Communication Arts Exhibit, Nebraska ADDYs Gold, Logo Lounge No. 9

2013 - Work featured on Tosh.O Obsessed Train Dude, Union Pacific No.1989

2010 - PRINT Regional Design Annual

2009 - Communication Arts Exhibit, 9th District ADDY Silver, Nebraska ADDY Gold

2008 - Communication Arts Jan/Feb, HOW International Design Annual

2007 - PRINT Regional Design Annual, Nebraska ADDY Judge's Special Citation