



Hansel Marček

Lead Designer

PERSONAL

Name	Hansel J. Marcek
Nationality	Mixed Ethnicity
Born	Toronto, Canada

CONTACT

Mobile	+1 (416) 879-0803
Email	hanzmarc@gmail.com
Location	Toronto

WORK

Experience	20+ years
Recent Title	Lead Designer

EDUCATION

Certificate	2023	Creative Director
Certificate	2016	UX Researcher (CXR™)
Certificate	2015	UX Designer (CXD™)
Certificate	2010	Project Management
Post Grad	2003	Digital Media
Diploma	99-02	Graphic Design

EVERYDAY SKILLS

Web/Graphic Design	██████████
UX Principles	██████████
Art Direction	██████████
Adobe Creative Suite (2024)	██████████
Brand Ambassador	██████████
Project Management	██████████
AODA Compliance	██████████
Agile Methodologies	██████████
All Team Software	██████████
All Management Software	██████████
HTM & CSS 3	██████████
Wordpress / Figma / XD	██████████

ONLINE PROFILE

	LinkedIn www.linkedin.com/in/hansjmarc/
	Portfolio www.hanzmarc.com

EXPERIENCE

2023 - Present

Guerilla Printing (FT Hybrid - Toronto)

Lead Designer, Creative Operations

- Lead all aspects of design across graphic, web, UI/UX, and branding
- Transform print requests into comprehensive digital campaigns, ensuring all digital platforms are being used
- Lead two internal designers to develop and manage cohesive design concepts
- Strategic guidance on best practices for transitioning between digital and print
- Maintain brand consistency and visual integrity across all client materials
- Develop innovative, multi-purpose designs that function effectively across both print and digital platforms

2022 - 2023

Rank Media Agency (FT Contract Remote)

Lead Designer in UX/UI, Graphic & Web

- Lead for graphic, web, UI/UX focused designs in a fast-paced digital agency
- Managed 3 internal designers & overseas team, with hands-on design direction
- Proficient at client & stakeholder management
- Create human-centered designs and design systems
- Work directly with the content director to create complex site maps, journey maps, user flows, and wireframes from concept to production
- Conduct user research & focus groups where necessary depending on client needs

2021 - 2022

Hawke Media Agency (FT Contract Remote)

Senior UX, Web & Graphic Designer

- High-volume, fast-paced B2B digital agency; Sr. designer on 3-4 projects at a time
- Hands-on design direction with the internal team and directly with the client
- Proficient at client & stakeholder management
- Design Hi & Lo Fi web pages from concept to production
- Present weekly progression to client and team for feedback
- Work directly with the Content Director to create complex site maps, journey maps, user flows and wireframes
- Create design systems

2015 - 2020

Aviso Wealth Inc. (FT - Toronto) (formerly NEI Investments)

Senior UX Designer

- Product Designer for Digital and Print campaigns in an agile environment
- Interacted with Marketing, Sales and Product Managers
- Managed Mutual Fund campaigns, using UX methods, from concept to production while meeting with internal stakeholders
- Managed Front End website initiatives using HTML, CSS & PHP & CMS

NEI Investments (FT - Toronto)

Senior Multimedia Designer

- Executed digital, print and product designs. Advertisement campaigns revolving around mutual fund product launches and support.
- Managed Mutual Fund campaigns, with UX methods such as Persona's, Focus groups & journey mapping
- Managed Front End website initiatives using HTML, CSS & PHP & CMS'

2010 - 2014

La Capitale Financial (FT - Mississauga)

Webmaster & Graphic Designer

- Marketing Services graphics lead, Managed quarterly Sales/Marketing campaigns, mobile responsive, using UX methods to ensure great usability
- Designed, maintained and updated an online Portal, all digital campaigns,
- Worked closely with all LOB's in an agile environment

2009 - 2010

Virgin Gaming E-sports (1 yr - Full TimeContract)

User Interface Designer

- Design UI for FIFA & MADDEN 2010, working directly with CDs and developers
- Extensive use of Photoshop and Illustrations for high resolution output
- Created design system for developers on each each sporting game
- Designed promo adds, animated gif banners, and pop up screens with promo