



Marcus Farias

Art Director/Designer

marcusfarias.design
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Profile

Highly creative and self-motivated art director and graphic designer who leads impactful, recognizable design campaigns for high-profile brands. Experienced in managing teams of designers, photographers, copywriters and social experts to deliver beautiful, slick advertising and branding creative that resonates with consumers.

Unique ability to elevate brands by creating novel experiences and interactions through storytelling, with a diverse portfolio of work that has been recognized by Adobe Design Achievement Awards and Graphis.

Skills

Adobe Creative Suite
Mailchimp
Microsoft Suite
Sketch
WordPress

Achievements

- Lead branding and motion design for varied projects designed to increase fan engagement with the CFL and modernize the league's branding.
- Art directed branding and led creative for jersey and merchandise apparel for CFL Combine. Refreshed the dated brand with a modern look, which attracted the New Era apparel brand to form a lucrative partnership with the league.
- Designed an LCBO x Ketel One storefront campaign that was viewed by 2 million people and increased product sales by 30%. The campaign emphasized the natural and fresh branding of Ketel One's Botanical products.
- Created a motion series for I Love Travel's IGTV Campaign that promoted post-pandemic vacations for graduates, leading to a 3% increase in bookings.
- Art directed branding, photography, and marketing collateral for Toronto Men's Fashion Week and renewed its social platforms with the new brand.

Experience

Senior Graphic Designer
Rogers Sports & Media: Sportsnet
August 2021 - Present

Senior Graphic Designer
Canadian Football League
June 2016 - August 2021

Freelance Graphic Designer
Rack & Pinion
January 2019 - August 2021

Graphic Designer
Toronto Men's Fashion Week
February 2017 - December 2017

Graphic Designer Intern
SDI Marketing
January 2016 - March 2016

Education

Graphic Design
George Brown College
January 2014 - June 2016