



Marcus Sanner

Art Director // Designer // Creative

Portfolio at www.designwhatever.com

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EXPERIENCE

Graphic Designer // Jones + Thomas

2003-2024

Brand Development

- Partnered with marketers at a global agricultural firm to implement its brand identity across multiple business segments. Designed B2B campaigns, trade ads, press kits, product logos and sales materials.
- Combined safety messaging and global branding in the signage and interior design at regional plants of a major mining company.
- Designed identity and exterior signage for a medical campus that's home to six different healthcare groups in central Illinois.
- Led rebranding of a West Coast flavor company, designing its logo, stationery, presentation art, blog, e-newsletter to make it more inspiring for investors.
- Rebranded a heavy equipment manufacturer that needed to pivot its logo from focusing on a single product without alienating its longtime customers. Work included business segment sub-brands, product logos, and literature.

Agency Strategy

- Streamlined workflow between copy, art, production and media staff to support better coordination and improved deadlines.
- Pitched idea to build out in-house original photography and illustration opportunities for budget-conscious clients.
- Mentored and onboarded new designers who joined the agency during my 20-year tenure.

Digital Projects

- Designed multiple digital campaigns for a St. Louis-area surgery group. Launched new sub-brand identity, whose focus was on cosmetic surgery and mommy makeovers which included website, digital ads, and social media.
- Created small business marketing campaigns for a regional bank, including video direction, digital ads, social media ads, and digital outdoor.
- Conceptualized digital ads for a rural retirement center, targeting the adult generation most likely to aid parents into retirement.
- Created social media graphics for a heavy equipment manufacturer highlighting customer/employee spotlights, product details, and industry insights.

ABOUT

I'm a versatile designer with more than 20 years of experience at a small marketing/communications firm. I bring an entrepreneurial spirit to any project – from concept to creation.

INDUSTRIES

Agriculture

Healthcare

Manufacturing

Retail

B2B

Insurance

Education

Government

Food

Conservation

SKILLS

Graphic Design

Web Design

Art Direction

Copy Direction

Production Management

Photography

Illustration



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Conferences, Events, and Trade Shows

- Launched visual identity of entrepreneurship conference. Built design branding from it's all-digital roots to hybrid, then to in-person over a five-year engagement.
- Created booth design for national agricultural expo (150,000 to 200,000 attendees). Designed multiple pull-up graphics, banners, giveaways, and T-shirts.
- Worked with a large hospital's foundation creating promotional materials, golf tournament branding, and fundraising events.
- Produced various materials for local arts council exhibits, including original illustrations for posters, invites, graphics, and signage.

Commercial Photography

- Photographed patients, physicians, staff, procedures and locations for a 400+ bed hospital system.
- Led product photography shoot for large manufacturing plant for e-commerce website.
- Adept at navigating patient procedures and hospital staff, while balancing patient confidentiality and doctors' schedules.
- Coordinated a multi-location photo shoot for a utility company, highlighting its involvement in local communities. Partnered with a videographer, a PR firm, and internal marketing to capture scenes used in PR, newsletters, and web. Aided in video direction for their resource library.

Art Direction

- Provided artistic vision for hospital system for 12 years. Coordinated and designed campaign materials: print, web, TV, and graphics. Launched over a dozen campaigns for service-lines at a St. Louis-area hospital. The work included my original photography and TV conception/direction, which I coordinated with a local multimedia company.
- Created campaign for company that places chefs at university fraternity and sorority organizations. Coordinated with production to receive original food photography to be used in posters, ads, direct mail, and digital.
- Directed and designed J+Ts agency brand look and feel focused on agriculture, food, and healthcare marketing. Coordinated with team to concept brochures, case studies, graphics and service-specific websites.

TECHNICAL

Design Tools

- » InDesign
- » Photoshop
- » Illustrator

Photo/Video

- » Lightroom
- » Premiere

Web Design

- » Adobe XD
- » Sketch
- » Wordpress CMS

Project Management

- » Basecamp
- » Microsoft Office Suite
- » Slack

EDUCATION

Illinois State University
Bachelor of Science (B.S.),
in Graphic Design

INTERESTS

I mentor design students at a local private university. I co-host the discussions of graphic novels at the local library. I enjoy grilling, gardening and going to comedy shows.