



MARTY HOENES

ART DIRECTOR / DESIGNER

t: 330.324.8106 | e: mlhoenes@yahoo.com | www.designingmarty.com

ABOUT ME

I'm an award-winning, creative design professional with clean aesthetics and a strong, brand-building design philosophy.

Strategically-driven, I'm well-versed in a wide range of design and visual communication strategies for consumer, retail and b2b design.

In my free time, I write and play music as the lead guitarist for the pop/rock band Donnie Iris and The Cruisers.

I enjoy freelance design work, mostly CD and vinyl album design and promotion for other musicians.

WORK EXPERIENCE

SENIOR DESIGNER | Sept 2021 - Present

PV Communications, Inc Loudonville, OH

As Senior Designer for this rapidly-growing corporation, I oversee the design and seamless coordination of high-level production for print, POP, retail displays, and collateral materials. I work closely with world-class companies such as PaperMate, Rubbermaid, CloPay, Sharpie, Frigidaire, Caterpillar, Newell Brands, and Levolor, as well as leading U.S. retailers including Menards, Walmart, Home Depot and Lowes.

SENIOR ART DIRECTOR | Mar 2006 - Mar 2020

Black River Group Mansfield, OH

At Black River, I visualized and was Lead Designer of Lutron's unique 43 ft. Mobile Experience Center (MXC) – a multi-faceted campaign which led directly to a 250% increase in Lutron single-day event sales and a 13% increase in brand awareness. Deploying a strategy across multiple channels, the MXC promoted Lutron's lighting solutions in 20 major U.S. markets to those who had not yet engaged with the brand.

As a "hands-on" art director, I also designed and directed web, POP, print media, retail displays and collateral materials for brands such as: Honda, Kawasaki, Lexmark, Cub Cadet, Frigidaire, Troy-Bilt, Electrolux-Icon, Stanley/Black & Decker and Mitsubishi, and major retailers including: Lowes, Best Buy and Home Depot.

ART DIRECTOR | Feb 05 - Feb 06

Papa Advertising/Design Ohio Office North Canton, OH

Capitalizing on longstanding business relationships, I drove the creative and captured significant new revenue for a broad range of new b2b and consumer accounts, boosting the Ohio presence of this Pennsylvania-based company.

CREATIVE DIRECTOR | Apr 98 - Jan 05

Graphic Enterprises Inc North Canton, OH

For this \$30 million corporation, I hired, mentored and directed an in-house agency of five - plus free-lancers and outside services as needed - all of which I refocused for a new external audience, generating nearly \$100k in new first-year revenue and earning me the company's Entrepreneur of the Year award.

I also spearheaded creative development, production and design integrity of all print and web programs for core business groups worldwide. Clients and strategic partners included: Kyocera, Minolta, the NBA, Elvis Presley Enterprises, Epson, The Chicago Tribune, The Atlanta Journal-Constitution, The Charlotte Observer Newspapers.

ART DIRECTOR | Feb 94 - Mar 98

Papa Advertising/Design Erie, PA

I led a design team of three full-time designers, conceptualizing and directing multiple award-winning campaigns while at PAPA Design. I coordinated strategy and project execution with direct client contact for all my accounts, which included: GE, Quaker State Corporation, Lord Corporation, Reed Tools, Chautauqua Magazine and Hamot Medical Center.

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EDUCATION

BACHELOR OF SCIENCE

Graphic and Interior Design (**Dual Major**)
Graduate - Mercyhurst University Erie, PA 1989

Other undergrad and Continuing Education coursework:
Gannon University; Behrend College of Penn State.

Professional development through **The Design Management Institute:**
"Experiential Marketing for Design and Communications" and
"Managing the Corporate Design Department"

DISTINCTION

As Senior Art Director at Black River Group:
Hermes Creative Award: **PLATINUM AWARD**
Print Communicator Award: **Award of Excellence [6]**
Public Relations Society of America W.VA
CRYSTAL AWARD: First Place
Canton Ad Club: **AAF SILVER ADDY AWARDS (2)**

As Creative Director at GEI:
AAF District 5: GOLD ADDY AWARD
Cleveland Ad Club: **AAF SILVER ADDY AWARD**
Canton Ad Club: **AAF SILVER ADDY AWARDS (2)**
Western PA Printing Industry Association:
Print Design Honorable Mention (2)

As Art Director at Papa Advertising/Design:
Erie Advertising Club: **GOLD AWARDS (7)**
Erie Advertising Club: **SILVER AWARDS (2)**
IABC: **Award of Excellence; Award of Merit**

WORK SKILLS

Communication	●●●●●●●●●●
Analysis/Strategic Planning	●●●●●●●●
Creativity	●●●●●●●●●●
Adobe Creative Suite	●●●●●●●●
Adobe InDesign	●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
Adobe Photoshop	●●●●●●●●●●
Adobe Dimension	●●●●●●●●●●
Microsoft Office	●●●●

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REFERENCES

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FOR MY WORK SAMPLES, PLEASE GO TO:

WWW.DESIGNINGMARTY.COM

THANKS!