

GREG MAKO

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DIGITAL DESIGNER

Experienced and passionate graphic designer with entertainment industry and product experience. Skilled in collaborating with a team of varied disciplines to achieve the objectives set out by leaders while maintaining creativity, innovation, and efficiency. Known for working in a fast-paced environment while maintaining organized file management and creating playful/colorful visuals. Experience includes:

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|--------------------|------------------|---------------------|
| ✓ Web Design | ✓ Digital Design | ✓ Digital Marketing |
| ✓ Photo Retouching | ✓ Social Media | ✓ UI/UX Design |
| ✓ Typography | ✓ Color / Layout | ✓ Key Art |

PROFESSIONAL EXPERIENCE

MGA ENTERTAINMENT, Chatsworth, CA

July 2020 – Present

Web Designer / Digital Designer

- Support the digital web team by performing maintenance and updates on current brand sites as well as designing new landing page sites to promote new product lines and brands.
- Collaborate with growth marketing teams on social posts and paid media, utilizing skills in layout, typography, and photo compositing.

DMAI, INC., Los Angeles, CA

October 2019 – April 2020

UI/UX Designer / Digital Designer

- Provided UI/UX designs for AI based products with a focus on children's education and learning development. Responsible for working with a cross-functional Agile team on wireframes, sitemaps, storyboards, prototypes, and final deliverables.
- Designed web experience for an AI development software tool which will help companies build AI products.

JIBJAB BROS STUDIOS / STORYBOTS, Los Angeles, CA

June 2014 – May 2019

Senior Graphic Designer

- Acted as the creative lead and launched an Emmy Award nominated digital in-classroom product for web which also utilized SMARTboard technology. Used an Agile/Scrum development process to help the engineering team bring the product to life.
- Produced key art marketing materials and concepts for the Netflix Original Series Ask the StoryBots. Increased awareness of the show by working internally to create email blasts, posters, and social media artwork. Provided artwork for celebrity guests to post on their social media sites. Work included digital and print collateral.
- Expanded user clicks and interactions for the JibJab sales and marketing team by refreshing their email campaigns and establishing concepts that were eye-popping and engaging.
- Designed PowerPoint presentations for our founders/CEO for prospective clients, partners, and investors.
- Formatted, designed, and published five StoryBots books for Random House to increase awareness of the brand as well as research the best practices with print design.
- Collaborated with team members to develop a style guide for their new product Hello Santa.
- Created motion graphics content GIFs for their new app with a focus on viral/shareable content.

EDUCATION & SKILLS

Bachelor of Fine Arts, Graphic and Interactive Communication

Minor: Business of Art and Design - Ringling College of Art and Design, 2014

SKILLS: Adobe Creative Suite including Photoshop, Illustrator, InDesign, Premiere, and a working knowledge of After Effects. Other proficiencies include Figma, Sketch, InVision, Keynote, and the Microsoft Suite including Excel, Powerpoint, and Word. Work on Mac OSX. Understanding of HTML, CSS and Javascript.