

Mark W. Gifford

Visual Communications and Experience Design Leader

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Skills

- Omnichannel visual design across print, digital, retail, web, email, video, and publication formats
- Retail communications, packaging, catalogs, brochures, trade graphics, displays, and campaign materials
- Layout, typography, composition, color, photography direction, and information design
- Environmental and experiential support through retail displays, trade-show graphics, and large-format visual materials
- Adobe InDesign, Illustrator, Photoshop, Premiere Pro, After Effects; Microsoft Word, Excel, and PowerPoint
- XML publishing, Tridion Docs, Word-to-XML conversion, Python, and AI-assisted workflow automation
- Project leadership, stakeholder coordination, vendor collaboration, and technical/non-technical communication

Summary

Creative design and publishing technology leader with more than 20 years of experience across visual communications, retail marketing, print and digital collateral, environmental displays, publication design, video, structured content, and workflow automation. Current Deloitte Specialist Lead with hands-on experience in Adobe InDesign, XML publishing, PDF layout, email campaigns, supporting graphics, app design collaboration, and AI-assisted production tools. Strong background translating business needs into clear, brand-aware visual experiences across physical and digital touchpoints.

Professional Experience

JUL. 2021 — Present **Specialist Lead, Communications** Deloitte, (Remote)

Produce structured publishing materials in XML and Adobe InDesign, including PDF layouts, email campaigns, and supporting graphics.

Create and refine digital and print-ready deliverables using Adobe Creative Cloud tools.

Collaborate with multiple departments and stakeholders to support the design and creation of a mobile app for Deloitte's DART website.

Develop Python and AI-assisted tools to automate Word-to-XML conversion and improve publishing workflows.

Support quality review, layout consistency, production accuracy, and repeatable publishing processes.

Translate requirements between business, creative, and technical stakeholders to keep work moving from concept through execution.

2010 — SEP. 2020 **Senior Visual Communications Designer** Verilux, Inc., Waitsfield, VT

Designed omnichannel marketing materials across packaging, manuals, catalogs, brochures, advertising, trade graphics, websites, email, and video.

Developed campaign materials from packaging concepts through retail displays and trade-show graphics.

Created on-brand visual assets for retail placement in Costco, Sam's Club, Walmart, Best Buy, Walgreens, Bed Bath & Beyond, and other channels.

Designed large-format displays and branded visual materials for trade shows and retail environments.

Oversaw product photo and video shoots, coordinating creative direction and final production needs.

Balanced high-volume creative work, brand consistency, production requirements, and deadlines.

2006 — JAN. 2010

Graphic Designer and IT Coordinator

Palmer Creative Group, Stowe, VT

Designed and laid out educational publications for major publishing clients.

Served as project leader for Scott Foresman, McGraw Hill, Scholastic, and Vista Higher Learning.

Managed design, layout, formatting, revisions, and production coordination to deliver projects on time and on budget.

Supported hardware, software, server, and communications upgrades, strengthening the link between creative production and technical operations.

2002 — 2007

Freelance Graphic Designer

Various companies

Designed identity packages, logos, stationery, and basic website layouts for small business clients.

1996 — 2001

Senior Network Engineer

The Trinity Group, Bethel, VT

Designed TCP/IP network systems, including hardware, cabling, software, and servers for businesses and schools across New England.

Education

B.A., Multimedia and Graphic Design

Champlain College

Microsoft Certified Systems Engineer (MCSE)

New Horizons, Microsoft ATEC Certification Training