

# MARK SALAMON

## Art Director • CPG Packaging & Brand Identity

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### Core Skills

- Art Direction
- Brand Identity & Packaging
- Campaign Development
- Retail POP & Displays
- Print Production
- Motion & Video

### Design Software

- Photoshop, Illustrator, InDesign
- After Effects, Premiere Pro
- Lightroom, Figma, Canva

### AI Tools

- Adobe Firefly
- Midjourney, Stable Diffusion
- ChatGPT, Claude
- Python (AI tool development)

### Web & Digital

- WordPress, HTML/CSS
- Google Analytics, SEO

### Collaboration

- Asana, Smartsheet
- Slack, Microsoft Teams

### Education

- B.A. – Fine Arts, UCLA
- A.A. – Orange Coast College, CA
- American Academy of Art, Chicago: Visual Design and Photography

### Summary

Art Director with 15+ years building consumer brands from concept through production, specializing in CPG packaging, brand identity and integrated retail campaigns. Directed creative at Irwin Naturals as it grew from a regional supplement line into a national and international brand. Equally strong in concepting and hands-on production, with current fluency in AI-assisted design workflows.

### Experience

#### Art Director | 2008–2023

*Irwin Naturals – Los Angeles / Colorado*

- Directed packaging systems across dozens of SKUs and sub-brands, including Irwin Organics, Love My Pet, Applied Nutrition and floCHI.
- Led national print campaigns, including Irwin Naturals RED, and designed retail store and floor displays for retailers such as Costco, Walmart, Walgreens and Whole Foods.
- Led and mentored a 4-person creative team; managed printers, photographers and vendors through production.

#### Freelance Art Director | 2024–2025

*Clients include Irwin Naturals and bodykōr*

- Built the bodykōr skin care brand from the ground up: identity, packaging, collateral and motion.
- Rehired by Irwin Naturals on contract after the in-house role was eliminated, producing packaging and campaign work.

#### Author & Independent Publisher | 2025–Present

- Completed two novel manuscripts, now on submission to literary agents.
- Author of *The Finite Woman* (2016): starred Kirkus review; listed as one of Kirkus Reviews' Best Books of 2016.
- Designed covers and marketing materials; built and manage the author website.
- Built a Python/Streamlit app using the OpenAI API to plan and manage social media content.

#### Production Artist & Co-Manager | 2006–2008

*Bernard Hodes Group (Symphony)*

- Co-managed the art department while supporting national campaigns for international clients including Disney, Toyota, Xerox and Lockheed Martin.
- Produced creative across a broad range of digital and print campaigns while maintaining brand consistency.