



MARK CANCELLA | CREATIVE

Objective: To obtain a Senior Graphic Design position within your company and become a strong cross-functional business partner, while providing innovative and dynamic design solutions across several platforms.

Work Experience: **Pittsburgh Steelers** - Digital Commerce Graphic Design Coordinator - 4/2023 - Present
Lead creative team and vision for the Steelers Digital Commerce Division. Mentor the design intern overseeing their work, delegating tasks, and training them in studio and lifestyle photography, while helping them to hone and advance their overall knowledge and application of design. Manage and oversee the design and production of artwork that is innovative, data driven, on-trend and on-brand, utilizing exclusive, team-only content that has continually produced year over year growth in sales.

Pittsburgh Steelers - Visual Designer, Digital Commerce - 1/2017 - 4/2023
Solely responsible for all Digital Commerce creative from concept to completion across all digital and print channels. Concepted, Art Directed, styled, photographed and retouched all Steelers Pro Shop marketing imagery - including on-model, product laydowns, and lifestyle photoshoots, both on location and in studio. Developed designs for exclusive product such as t-shirts, sweatshirts, hats and Terrible Towel, including a product line in partnership with Najee Harris.

rue21 - Senior Web Designer - 8/2016 - 1/2017
Primarily responsible for concepting and designing overarching seasonal campaigns with a focus on high level design initiatives for web. Carried out design of web site assets and emails. Mentored Graphic, Junior Graphic, and Production designers on the web team. Also in charge of Art Directing on-model, room decor and product laydown photoshoots both on location and in studio.

rue21 - Print Designer - 12/2014 - 8/2016
Concepted and designed seasonal campaigns and signage, fragrance P.O.P. displays, product marketing, and marketing collateral for stores. Art Directed on-model, room decor and product laydown photoshoots.

American Eagle Outfitters, Inc - Web Designer - 3/2012 - 10/2014
Designed web site landing pages, emails, mobile and social media assets for American Eagle Outfitters main line, AEO Factory Store and AEO's international markets including Canada, Mexico and the UK.

American Eagle Outfitters, Inc - Freelance Print Designer - 6/2011 - 3/2012
Designed signage for use in AEO Factory and AEO International stores. Also in charge of developing "landing" campaigns announcing the opening of international stores that included marketing assets across several platforms utilizing iconic brand imagery to bring brand awareness to new markets.

Joseph P. Cancilla Design - Freelance Design and Production - 1/2011 - Present
Responsible for producing display banners, video graphics, logos, ads and infographics for various clients including Pittsburgh Public Schools, UPMC, LandOpt, Sun Connect and Nextility.

Education: La Roche College - B.S. Graphic & Communication Design, Cum Laude
High Honors Award from the School of Design

Skills and Software: Operating Systems: Mac (primary) and Windows
Adobe Creative Suite
Microsoft Office
Art Direction
Photography
Product and Apparel Design
Screen Printing
Custom Packaging & Binding