Mark Garcia

CHIEF CREATIVE OFFICER | Product Design Leadership, Brand Strategy & Creative Operations

themarkgarcia.com | 201-723-6010 | m.ryangarcia@gmail.com | New York, NY | LinkedIn

PROFESSIONAL SUMMARY

Chief Creative Officer with 15+ years of experience leading multidisciplinary teams across digital product design, brand strategy, and creative operations. I guide product vision, UX strategy, and end-to-end experience design, partnering with business, product, and engineering leaders to translate complex challenges into intuitive digital experiences. Experienced in building high-performing teams, scaling design practices, and aligning creative direction with business objectives.

WORK EXPERIENCE

Chief Creative Officer

Majestyk | New York | December 2021 – Present

- **Product Vision & Strategy:** Drive product design strategy and experience vision across digital product engagements for clients including Sony and IBM, translating user needs and business objectives into product direction from discovery through launch.
- **End-to-End Design Leadership:** Oversee UX research, product discovery, interaction design, and UI/UX direction across web and mobile experiences, guiding multidisciplinary teams in translating strategic opportunities into cohesive digital products.
- **Cross-Functional Collaboration:** Partner with executive stakeholders, product managers, designers, and engineers to establish priorities, navigate trade-offs, and align product decisions with customer and business needs.
- **Design Operations & Team Development:** Build, mentor, and lead multidisciplinary creative teams, establishing design processes, critique practices, and operational frameworks that support consistent quality and scalable delivery.
- **Business & Brand Integration:** Connect product experience, brand strategy, and creative direction to deliver cohesive customer experiences while balancing design quality, project resources, and commercial objectives.

Creative Director & Vice President

Majestyk | New York | April 2014 – December 2021

- **Product & UX Design:** Led UX/UI design and creative direction for mobile applications and responsive web platforms, translating complex user needs and business requirements into intuitive digital experiences.
- **User-Centered Design:** Applied user research, behavioral insights, and iterative design practices to identify experience friction, inform product decisions, and improve usability and customer journeys.
- **Product Discovery & Strategy:** Collaborated with clients and cross-functional teams to define product opportunities, facilitate strategic discussions, and establish design direction for new and evolving digital products.
- **Stakeholder Communication:** Presented product concepts, design rationale, and experience strategies to executive stakeholders, building alignment around product direction and business objectives.

- **Creative Leadership & Delivery:** Directed design teams across concurrent product engagements, balancing design quality, delivery timelines, resources, and stakeholder expectations.

Art Director

Coyne Public Relations | New York | October 2007 – April 2014

- **Strategic Liaison:** Presented creative strategies and campaign concepts to C-suite executives, translating creative vision into business impact for client brand development initiatives.
- **Strategic Management:** Directed art direction and design production for integrated advertising campaigns spanning print, digital, and experiential channels.
- **Distinctive On-Brand Designs:** Craft unique, on-brand design solutions that differentiate both clients and the agency in the market.
- **Integrated Design Approach:** Collaborate with internal teams across various channels, spanning digital and print media, to deliver a comprehensive 360-degree design experience.

Graphic Designer October 2007 – September 2011
Senior Designer/Art Director September 2011 – April 2014

EDUCATION

Bachelor of Arts in Communications at Seton Hall University

AWARDS & HONORS

- Named one of Startupboost's 2018 33 Under 33 Emerging Tech Entrepreneurs
- Seton Hall University's 2017 Young Alumni Impact Award Recipient
- Named one of Graphic Design USA Magazine's 2017 People to Watch
- Captured more than 70 Industry Awards from nationwide design competitions

LEADERSHIP

Founding Director

260by26 | 2018-2020

- Offer leadership in business governance, development, and brand identity for co-founders. Guide brand identity development across touchpoints and collateral.

Adjunct Professor

Seton Hall University | 2017-2019

- Instruct advanced visual design and advertising art, mentoring undergraduates in Adobe Creative Suite and core design principles.

Panel Member

Seton Hall University Senior Portfolio Review | 2010-2019

- Provide feedback to strengthen portfolios and presentation skills.