

Marks Design

CREATIVE STRATEGY + DESIGN

San Diego, CA

ABOUT

I design and manage projects for a variety of clients nationwide, including Sharp HealthCare, University of California, San Diego, DevaCurl and Gerson Lehrman Group.

Prior to forming my creative studio, I worked at the renown Máximo Inc. Creative Communications, starting as a graphic intern and being quickly promoted to the Designer and Senior Designer positions. At Máximo, Inc. I worked with prominent clients such as Xerox Corporation, Neighborhood National Bank, Trump Baja Resort, Kyoto Laureate Symposium, San Diego Sheriff's Department, AVID Center, Caffé Calabria Coffee Roasters, County of San Diego and Access to Independence.

What My Clients Are Saying

"Dear Iliana,

I just want to thank you for the exceptional work you have done with my logo, business cards, letterhead and website. You have created a brand identity for my company that is elegant, sophisticated and current. I could not be happier with your work.

I was nervous about hiring a graphic designer. Although I knew I needed the services of a professional, I was worried about the costs. Not only have you created a brand I can be proud of, I also appreciate the suggestions you have made to help me keep costs under control without sacrificing style. As a designer who caters to a high-end clientele, I needed a website that had polish and panache. Your idea to take an existing template and modify it was good for my budget and your design has made it look completely custom! It was an excellent value for the amount of money invested.

The most impressive work was, of course, my logo. Most importantly of all, you listened to me. As a consequence you came to really understand my industry and the look and feel I needed to reach the right kinds of customers and represent the uniqueness of my business. Since this was my first time working with a graphic designer, I also really appreciate the way you coached me on how to help you be most effective-- saving me time and money.

If I ever start another business, you will be the person I call to do the branding and design work! I have already referred you to several clients and colleagues and I know they will be as thrilled with your work as I have been."

Warm Regards,
- Moorea H.
Kitcheneering

"First of all, Iliana has a wonderful personality and makes everyone feel comfortable. She has a professional demeanor, and is very quick to understand the task at hand.

I needed her expertise for transitioning mainframe UI designs to web UI designs. Again, Iliana was very quick to understand the challenge, and created our company's web 'look' in close cooperation with our Marketing VP. Furthermore, she created a set of UI standards that we adopted throughout our product suite.

Her design expertise contributed to attractive, coherent and user-friendly designs throughout all of our applications.

One of the qualities that I particularly like in Iliana's work is that, when asked about a design question, she always comes up with different scenarios, suggestions, explaining the pros and cons of each one. She is not afraid to voice her point of view, which triggers informative and intelligent discussions, with an easy decision making as outcome.

I am highly recommending Iliana for her expertise as a Design Consultant."

-Dominique L.
Education Systems, Inc.

"Iliana is one of the most reliable, efficient and insightful team members I have had the pleasure to work with. She works as part of a team and will go above and beyond what is expected to deliver timely and effective results. I recommend Iliana highly and hope to continue working with her in the future!"

-Tejaswini R.
Education Systems, Inc.

Iliana Marks is an excellent designer. Her work is remarkable, she takes direction, she is timely, and I enjoy the process as much as the finished product. We are lucky to be able to hire her.

-June E. Richards, Professor
San Diego City College
Co-Chair, Visual and Performing Arts

RECOGNITION

San Diego ADDY Advertising Creative Show Winner, Bronze
ADDY, Direct Marketing Category, 2009

San Diego ADDY Advertising Creative Show Winner, Bronze
ADDY, Sales Promotion Category, 2009

San Diego ADDY Advertising Creative Show Winner, Bronze
ADDY, Direct Marketing Category, 2008

AIGA (American Institute of Graphic Arts) San Diego Portfolio
Review - 1st Place Typography Category, 2008

AIGA (American Institute of Graphic Arts) San Diego Portfolio
Review - Honorable Mention Cross-Cultural Design Category,
2008

2 illustrations published in City Works
