

DAVE MARKES
SENIOR ART DIRECTOR & DESIGNER
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Experience

I'm a classically trained designer with over 18 years of experience of building brands across ad agencies, design firms and in-house. I pride myself in solving business problems through strategy, conceptual thinking and high craft design.

Creating concepts that express the heart and soul of a brand is my passion. My eye for design has been proven to transform client briefs into creative solutions that combine beauty and function, with an emphasis on how people experience the brand.

I have refined the creative process throughout my career to make the most out collaborating with all team members and decision makers to achieve work that everyone is excited about.

Whether it's directing integrated marketing campaigns or leading the brand development process for new or existing clients, ensuring high-quality standards of creative excellence from my team is always my goal.

CONTRACT AND FREELANCE | MAY 2024 – CURRENT

Creative Director, Senior Art Director, Designer

Since May 2024, I have been working with my own clients, as well as taking on contract work for a variety of different creative firms. It's been a great opportunity to partner with companies whose purposes align with my passions and values. Most notably, I helped create brand discovery workshops and strategy sessions for Guru House, a local experiential shop, and campaigns for the National Forest Foundation through The Bonfire Collective.

METAFOR | JAN 2024 – MAY 2024

Senior Art Director & Designer

Metafor is an independent, creatively driven branding and marketing studio that partners with clients looking for great work that's produced more efficiently than the large agency model. There, I lead the creation of a new brand identity for Every Day Weed, a fresh line of pre-ground cannabis products targeting consumers who enjoy a more basic and unpretentious option whilst retaining high-quality. Other clients include Louisiana Hot Sauce, Guild and Metafor. (self-promotion)

ITEM NINE LABS CORPORATION/UNITY RD | JUNE 2022 – JAN 2024

Creative Director

As the head of Item Nine Labs creative department, I lead the creation and implementation of a comprehensive brand identity from initial conception to final execution. The first U.S. cannabis franchise, Unity Rd. eased the barriers to entry and provided an opportunity for new and existing dispensary owners to leverage the knowledge, resources and ongoing support needed to thrive in their state. 5 franchise dispensary locations were rebranded with a focus on customer experience and community engagement. They were named one of the top cannabis retail leaders by *MJBizDaily* magazine, and were the first cannabis business to earn a *Franchise Times* Dealmakers award.

At the same time, I was entrusted with the development of an integrated go-to market campaign for a new Live Resin Disposable vape, as well as the strategy and direction for the Item Nine Labs master brand. From award-winning flower to masterfully crafted concentrates, Item Nine Labs delivered the highest quality cannabis products using best-in-class techniques. In 2023, they kicked off the new year celebrating a year of budding growth and achievements embedded in product innovation. It was awarded multiple first place podium finishes in Arizona's largest cannabis competitions and was named No. 1 Cannabis brand in Arizona by *MJ brand insights* for creative brand engagement.

PUBLIC LABEL | MAR 2020 – JUNE 2022

Senior Art Director

Public Label is a Denver-based shopper marketing and omni-channel marketing agency that helps brands recognize and align with consumer's motivations and cultural movements to grow their following. Our creative team lead the development of the Bronco Rewards program, which delivered hand-crafted promotions for the re-introduction of the legendary Ford Bronco in 2021. For Planterra foods, we created an omni-channel campaign for the launch of Ozo, a new plant-based meat alternative. Also, I collaborated with the team that conceived the new logo for the world-famous motorcycle rally in South Dakota, Sturgis.

KARSH HAGAN | MAR 2015 – MAR 2020

Senior Art Director

Karsh Hagan is an independent, multi-disciplined marketing, design and technology company in Denver, Colorado with a focus on local and regional clients. While working there, I lead the creation of integrated marketing campaigns for CU Denver, Bank of Colorado, and Visit Denver. CU Denver's campaign succeeded at differentiating CU Denver's distinct "city-integrated" identity from the other campuses in the University of Colorado System. After the campaign ran, 52 percent of Denver-metro residents would recommend CU Denver to a friend or family member — nearly double what it was four years ago.

ELLEN BRUSS DESIGN | AUG 2014 – FEB 2015

Art Director

EBD is a Denver-based full-service design and brand consultancy, a boutique design studio specializing in brand identity, packaging, retail and environmental design. I created designs for Hammond's Candies, O.Pen Cannabis Vapes, as well as a logo design for the alpine modern Born hotel in downtown Denver.