



## PERSONAL DATA

Name: Manuel Mark  
Birthday: February 6th  
Birthplace: Munich, Germany

## EDUCATION

University of Applied Sciences, Germany  
Dipl.-Designer (FH), 2001

## SPECIALTIES

- Art/Creative/Design Direction
- User Experience, UCI, Usability, IA, IxD, VD
- Strategy, Brand, Marketing, Design, Innovation
- Product Design, Product Development
- Customer/Client Relations
- Staff Development and Mentoring
- Management and Supervision

## SOFTWARE EXPERIENCE

- Windows & MAC OS
- Adobe Creative Suite CS5
- Axure, Omnigraffle, Visio, XHTML, CSS
- Google Tools (Docs, Analytics, etc)
- Familiarity with Agile principles and practices

## INTERESTS

Technology, Innovation, Digital, Mobile, User Experience, Design, Human Factors, Psychology, Science, Sociology, Philosophy, Spirituality, Education, Leadership, Entrepreneurship, Coaching, Travel, Adventure, Photography, Fitness, Outdoor, Surfing, Kitesurfing, Mountainbiking, Skiing, Snowboarding, Meditation, Music, Literature, Nature, Family & Friends.

## LANGUAGES

- English (fluent at native level)
- German (mother tongue)
- Portuguese (basic knowledge)
- Spanish (basic knowledge)

## WORK EXPERIENCE

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- > **INDEPENDENT CONSULTANT** since 06/2001  
MANUEL MARK - DESIGN & INNOVATION (Intl.)
- Interim Management, Executive Creative Direction
  - Product Management, Product Design, Product Development
  - Strategy, Brand, Marketing, User Experience, Design, Innovation
- Clients: Deutsche Telekom AG, Siemens AG, Condé Nast, Mary Kay Cosmetics, Match.com, BMW BKK.
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- > **FOUNDER & CEO** 01/2007– 12/2010  
REXTIDE, INC (USA)  
Web 2.0 and Mobile Application Development
- General Management, Product Management, Product Design, Product Development, User Experience Design (UX, IA, IxD, VD).
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- > **EXECUTIVE CREATIVE DIRECTOR** 06/2001 – 07/2003  
RABA.TT GmbH, Otto Wolff-Group (Germany)
- Creative Direction, Online Product Design, Production Management, Branding, Advertising, Digital Media, Budgeting, Leadership.
- Clients: Coca-Cola, TUI, Karstadt, AZ Bertelsmann, Rewe, Gruner & Jahr
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- > **KEY ACCOUNT & PROJECT MANAGER** 06/1999 – 06/2001  
GRAFFITI GMBH & CO.KG (Germany)  
Dialogue Marketing Subsidiary of Springer & Jacoby
- Project Management, Coordination, Strategic Planning, Relationship Management, Business Development, Budgeting, Leadership.
- Clients: Direktanlage Bank, Investorworld, IDG, ComCon AG
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- > **ART DIRECTOR** 06/1998 – 06/1999  
VISIONLAB AG (Germany, USA)  
Telecommunications Company
- Conceptual Design, Branding, Advertising for online Messaging Solutions.
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- > **GRAPHIC DESIGNER** 01/1996 – 05/1997  
UNID (Germany)  
Brand Management Agency - Strategy, Design, Advertising.
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- > **SALES PROMOTION** 01/1996 – 01/1999  
Several Agencies (Germany)  
Industries: Automotive, Media, Entertainment, Telecommunications.  
Clients: BMW AG, PRO7, DF1, PREMIERE Television, BR.

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