



Hi! I'm Mars Nevada (they/he)!

I'm an art director and designer.

EDUCATION

- The University of Nebraska at Omaha, 2020
- Bachelor's of Science in Communication
- Major in Journalism & Media Communication, with concentrations in Public Relations, Advertising and Graphic Design, *summa cum laude*

Arnold New York

Junior Art Director, November - April, 2021

Art Director, April 2021 - Present

- Conceptualized and developed creative ideas for a variety of visual media, including print, digital, social and television projects and campaigns.
- Collaborated with copywriters to create visual assets to effectively communicate key messages and brand identity.
- Worked hand in hand with vendors to ensure quality of produced assets, from print production, to web development, animation and more.

Organic Inc.

UI/UX Design Intern, February - August, 2021

Junior Designer, Freelance, August - November, 2021

- Assisted with research and strategy, competitive and comprehensive audits of online experiences.
- Built out component library resources to facilitate fast-paced and consistent design work.
- Created digital designs in Figma and handed off designs in Zeplin to ensure internal and client deadlines were met.

4A's Multicultural Advertising Internship Program

Summer 2021 Fellow

- Team lead, creative director and art director on short spec campaign sprints with a team of fourteen fellows across creative, strategy,
- Provided peer support to fellows through copy editing advice and graphic design support.

A/B Partners

Creative Strategy Intern, February – May, 2021

- Researched and put together data and insights for creative strategy and strategy documents.
- Designed decks for successful presentations, pitches, and client meetings.
- Sourced creative assets and put together art direction inspiration for creative teams.
- Designed, wrote copy for, and built out creative concept pitches, campaigns, and creative assets (social, print, OOH, video, etc) for clients.

University of Nebraska at Omaha, U.N.O. University Communications

Multimedia Intern, August – December, 2019

- Shot and edited photos of campus features, events and highlights for use in marketing campaigns, social media and website content.
- Created fun and engaging GIFS for U.N.O's official GIPHY brand channel which reached more than a million views soon after launch.

Women's Fund of Omaha

Social Media Intern

May – August, 2019

- Designed and animated fun and engaging social media content and brainstormed copy to promote pro-active health behaviors in local youth.
- Production, photography and art direction on shoots for social media creative.

MaverickPR

Account Associate, Creative Director, Brand and Web Consultant | August 2018 – December 2020

Havas New York

Production Intern

June 2018 – August 2018

say hi at

messagesfrommarscreative@gmail.com | full resume & portfolio: earthtomars.me