

Dear Sir/Madam

My name is Mark Hardy and I am a professional Graphic Designer with over thirty years experience in the design, marketing and print industry as an employee, manager and a self-employed sole-trader.

I ran my own business until the beginning of 2020 (Zetagram), which unfortunately had to close due to the Covid-19 pandemic, and from February 2022 I had been employed at Multi-Color Corporation (MCC) in Castlebar as a Graphic Designer and Pre-Press Operator until very recently.

Re-entering the industry as an employed Graphic Designer, rather than a business owner, highlighted to me the high standard of my work, my enthusiasm, and my wide range of applicable skills. I re-discovered my own ability to work well in a team, to collaborate with others, adaptability and compromise - where the end goal is the advancement of the company.

Even now as an employee I am constantly striving for continuous improvement, and have personally invested in hardware and software to develop new skills in applications like Adobe After Effects and Adobe Dimension. I am comfortable in a wide range of media and operating systems, with well-rounded knowledge and experience.

I appreciate the productivity benefits of working on-site, dealing with teammates face to face, but I am also open to hybrid and remote working options as I still have my design studio space set up to accommodate this. I have previous experience working remotely with clients across Ireland, the UK and the US.

I am open to most types of design roles, but I am most passionate about branding, marketing, retail and packaging opportunities. I find this interesting and challenging; promoting and selling products to a wide range of markets and target audiences.

I hope that you find this introduction useful, and it provides a valuable insight into my background and future goals.

Regards
Mark Hardy