

Mark Concepcion

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SUMMARY

Multidisciplinary Designer with 15+ years of experience across technology, healthcare, brand identity, web and digital experiences, campaigns, presentations, events, motion, video, and visual communication.

Spent 6+ years at Meta turning complex technical ideas across AI infrastructure, hardware, networking, compute, and data centers into clear, engaging visual stories and scalable design systems. Previously worked in healthcare advertising at Inizio Evoke, developing digital and brand experiences for clients including Pfizer, Gilead, and Bayer.

Hands-on from early concept and creative direction through design, iteration, stakeholder feedback, production, and final delivery. Known for bringing clarity to ambiguous problems, building visual systems that scale, and maintaining a high creative bar while managing multiple fast-moving projects.

CORE SKILLS

Brand & Visual Design

Brand Identity, Creative Direction, Art Direction, Visual Systems, Typography, Logo Design, Iconography, Visual Storytelling

Web & Digital Design

Web Design, UX/UI Design, Figma, Information Architecture, Digital Experiences, Landing Pages, HTML, CSS

Marketing & Campaign Design

Campaign Design, Digital Advertising, Marketing Collateral, Social Content, Email Design, Presentations, One-Pagers, Print, Event Creative

Motion & Multimedia

Motion Graphics, Animation, Video Production, Video Editing, Storyboarding, Photography, Photo Editing

Tools

Figma, Adobe Creative Suite, Illustrator, Photoshop, After Effects, Premiere Pro, InDesign, Apple Keynote, PowerPoint, Google Slides, HTML, CSS, Generative AI Tools

PROFESSIONAL EXPERIENCE

Senior Creative Designer

Meta, FTE | Menlo Park, CA | Jan 2022 – Jul 2026

- Led end-to-end multidisciplinary creative across Meta Infrastructure, partnering directly with VPs, engineers, Communications, strategists, program managers, Executive Admins, Legal, and cross-functional teams to take complex and often ambiguous needs from concept through final delivery.
- Built brand identities and scalable visual systems for teams, programs, onboarding experiences, organizational initiatives, and events, creating logos, typography, iconography, illustrations, templates, and reusable design assets that gave each organization a clear and consistent visual presence.
- Translated complex AI infrastructure, hardware, networking, compute, and data center concepts into visual stories that made highly technical information easier to understand for executive, employee, and industry audiences.
- Designed and supported major industry and leadership experiences reaching audiences of 10,000+, while managing 300+ executive presentation decks and maintaining clarity, accuracy, consistency, and a high visual standard.
- Designed internal web, wiki, and communication experiences in Figma, working with stakeholders to improve information hierarchy, navigation, usability, readability, and visual consistency.
- Created work across digital communications, presentations, events, print, illustration, motion graphics, video, photography, and other multimedia formats, adapting ideas across channels rather than treating each deliverable as a standalone piece.
- Managed multiple concurrent creative workstreams and shifting priorities while consistently delivering polished, production-ready work on schedule.

Art Director

Inizio Evoke | San Francisco, CA | May 2021 – Dec 2021

- Developed concepts, visual direction, and integrated brand experiences for healthcare clients including Pfizer, Gilead, and Bayer.
- Worked closely with Creative Directors, copywriters, UX designers, strategists, account teams, and production partners to turn healthcare and product narratives into clear, engaging creative across websites, campaigns, and digital experiences.
- Provided art direction and hands-on design for websites, digital advertising, email, presentations, print, and branded communications using Figma and Adobe Creative Suite.
- Partnered with UX teams on page structure, information hierarchy, usability, and visual design while maintaining brand consistency across customer touchpoints.
- Presented creative work to internal teams and clients, incorporated feedback quickly, and carried visual systems consistently across digital and print executions.

PROFESSIONAL EXPERIENCE

Creative Designer

Meta, CW | Menlo Park, CA | Mar 2019 – Mar 2021

Partnered with Communications, engineering teams, Executive Admins, and program managers on employee communications, presentations, programs, events, and digital experiences.

Created visual identities, presentation systems, templates, iconography, motion graphics, video, digital content, and event creative for organizations across Meta.

Helped establish reusable visual assets and multimedia libraries that improved consistency and made creative resources easier for teams to find, share, and reuse.

Art Director

Y&H Creative | San Francisco, CA | Feb 2019 – May 2019

Supported creative direction and hands-on visual design across campaign concepts, motion graphics, digital content, and publication design.

Business Partner & Creative Lead

Heat Stroke Grill | Philippines / Remote from U.S. | Feb 2016 – Mar 2019

Helped build the restaurant brand from the ground up while leading its creative and marketing direction, developing an identity that supported the business as it expanded to three locations.

Created the complete visual system across logo, typography, menus, signage, social content, marketing campaigns, promotional graphics, and customer-facing materials.

Graphic Designer & Engineering Assistant

United States Air Force | Active Duty | Mar 2012 – Feb 2016

Partnered with senior officers, engineering teams, and program leads to translate operational and technical information into presentations, visual communications, programs, and branded experiences.

Designed presentations and communication materials supporting multimillion-dollar budget requests and engineering initiatives, while also developing logos, posters, signage, promotional materials, event branding, and custom military challenge coins.

Lead Graphic Designer

MERGE Review | Manila, Philippines | Jun 2008 – Jun 2010

Led graphic design for a nursing education organization, working with lecturers to turn complex healthcare topics into presentations, educational graphics, handouts, and visual learning materials for 200+ nursing students.

EDUCATION

Master of Arts, Advertising & Branded Media

Bachelor of Arts, Web & New Media Technology

Academy of Art University | San Francisco, CA

Bachelor of Science, Nursing - Registered Nurse

Trinity University of Asia | Manila, Philippines



Online Portfolio

www.markconcepcion.com

[linkedin.com/in/markmconcepcion/](https://www.linkedin.com/in/markmconcepcion/)