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## EMPLOYMENT

ACS Creative  
April 2010-Present

### Senior Graphic Designer

Part of a small marketing & design agency focused on serving clients directly. Works as the lead designer for the company's largest client, a national retail brand, and works hand-in-hand with the director of marketing to create, execute, and see to their completion, both national and local campaigns marketing campaigns. Makes Use of different types of media, including web, print, and installation to execute marketing & design strategies. Also has lead a small team in a total brand & messaging overhaul.

### NAVTEQ

August 2005-April 2010

Began in August 2005 at what was then called The Map Network as a Graphic Designer working on a range of Online & Print products for Tradeshow, CVB, and Special Event customers. Acquired by NAVTEQ in January 2008, the Map Network became focused on the NAVTEQ ID Map product, and slowly phased out print work until January 2009, when the NAVTEQ ID Map product & all remaining print products were discontinued, and work was focused on NAVTEQ Locations, a web service that allows businesses to update their business listings in the NAVTEQ database, which is served to NAVTEQ's many map data customers.

January 2010-April 2010

### User Experience Designer

Was part of a team charged with improving the core experience of multiple NAVTEQ web properties, including: NAVTEQ.com, navteqlocations.com, NAVTEQ Map Reporter, among others. Deliverables include user research, user personas, wireframes and visual mock-ups.

January 2008-December 2009

### Lead Graphic Designer

Was the lead graphic designer on a print & web production team of 10+ creatives, that produced a variety of location-based products, which ranged from print maps to custom online maps to city visitor guides and other publications.

July 2007-December 2007

### Senior Graphic Designer

As the senior graphic designer, tasks included the production from concept to final product of such printed materials as city maps and city visitor guides & publications.

August 2005-June 2007

### Graphic Designer

Duties included creating custom vector base-maps for use both in Print & Online, creating printed maps for a variety of clients and types of clients, and producing sales & marketing materials for Map Network's product line.

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## CLIENTS

Essential Media Partners

Aegis Mobile

Streamline Metrics

Get It, LLC

## MARK TEGETHOFF

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## EDUCATION

James Madison University  
2001-2005

BFA - Concentration in Graphic Design

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## COMPUTER SKILLS

At home working in both the  
Mac OS X & Windows Environments.

### Proficient in:

- : Photoshop
- : Illustrator
- : Indesign
- : Fireworks
- : Dreamweaver
- : Acrobat
- : Word
- : Powerpoint
- : Keynote
- : Coda
- : HTML
- : CSS

### Familiar with:

- : Flash
- : Excel

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## INTERESTS

Spectator Sports (Baseball, Hockey, Football, Basketball), Music, Movies, Cooking, Technology, and most of all, our dog, Lucy.