



Mark Seberini

DESIGN LEAD

Service Design | User Experience Design | User Interface Design | Graphic Design | Illustration | 3d Computer Graphics

Highest qualification: Higher diploma Industrial design 1989 - 1991

Current level: Creative director/Design lead

Languages: English

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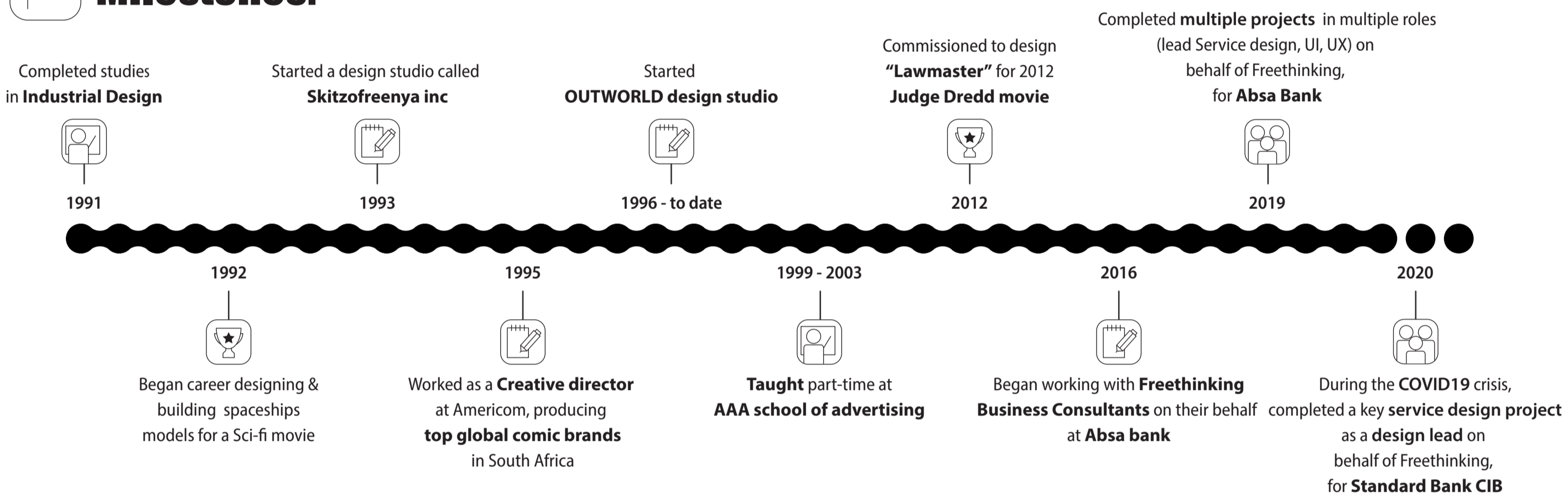
Website: www.outworld.co.za

Overview:

Over a **diverse design career** spanning decades, Mark has left an indelible stamp on **multiple media**. Combining deep technical drafting and illustration skills with an analytical mindset and an understanding of business process. Mark excels in everything from **software user interface and experience design, graphic design, 3D computer graphics, animation**, and much more. Mark's **passion and can-do attitude** are infectious, and his **unwavering commitment to end-to-end solutions** drives consistent **service delivery in incredible turnaround times**. Creative, multi-faceted and insightful, versatile and dynamic, Mark will rapidly become the glue holding your team together and a precious asset on even the most challenging project. - *Matthew Ryder, design lead and colleague 2019*



Milestones:



Professional & software skills:

Visual design

"Visual design aims to improve a design's/product's aesthetic appeal and usability with suitable images, typography, space, layout and color. Visual design is about more than aesthetics." - *Interaction Design Foundation*

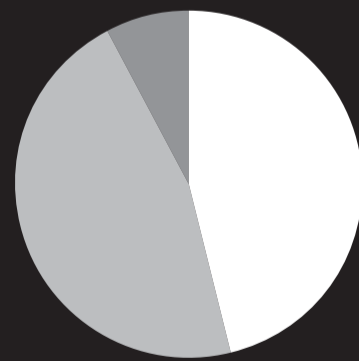
UI (user interface) design

- Web applications
- Device applications
- Web design
- Web graphics



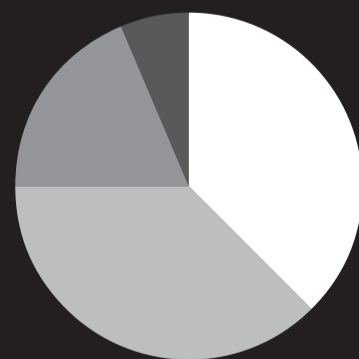
3d Computer graphics

- Product mock-ups modelling & rendering
- Conceptual modelling & rendering
- Animation



Graphic design

- Packaging & label design
- Brochures and magazines
- Infographics
- Brand design



Illustration

- General
- Instructional
- Icon design



Experience design

"Experience Design is a design practice focused on human outcomes. Particularly the level of engagement and satisfaction that the user derives from a product or service and the relevance of the experience to their needs and context." - *Tom Wood*

Service & UX design

- Research and discovery
- Customer/user pain point & AS-IS (the current status quo) state visualisations
- Ideation & TO-BE (how we want this to end up) state visualisations
- Prototyping - creating prototypes of varying fidelity to test with users
- User testing - testing concepts and prototypes with users and using the feedback to validate or ideate more

Mentoring & managing

Mentoring is a skill overlooked in a lot of team dynamics. For me, it is one of the most important functions in maintaining the right level of motivation, skills enhancement and also helping junior members cope with concepts like client engagement, presentation etc. As someone with decades of experience, I feel its important to pay it forward and help raise up the skills and capabilities of those around me.

Some of the responsibilities I enjoy taking on in running a team are:

- Client engagement and expectation management
- Virtual and physical meetings and workshops
- Presentations and feedback sessions
- Team morale and motivation

Software tools

- SKETCH
- Ai ILLUSTRATOR
- Xd XD
- ZEPLIN
- MIRO
- MAYA
- Dn DIMENSION
- Id INDESIGN
- Ps PHOTOSHOP
- Ae AFTER EFFECTS