



MARK PENFOUND

GRAPHIC DESIGN

A dynamic and collaborative designer with a meticulous eye for detail. Highly motivated with great communication skills and a deep passion for crafting engaging concepts, images, book covers and layouts.

AREAS OF EXPERTISE

- COVER DESIGN
- PAGE LAYOUT
- SPECIAL FINISHES
- FORMATS AND PACKAGING
- STYLING AND TEMPLATES

TECHNICAL SKILLS

- **ADOBE CREATIVE SUITE**
InDesign • Photoshop
Illustrator • Acrobat
After Effects
- **MICROSOFT OFFICE**
Word • Excel • PowerPoint

EDUCATION

- **BA (Hons) 2:1 Fine Art,**
Central Saint Martins College
of Art & Design, 1996-1999
- **BTEC National Art & Design**
- **A Levels:** Art, Classics,
Geography

THINGS I LIKE

- Painting • Coffee • Poetry
- The Gym • American Football
- Dance Music • Dad Jokes
- Curry • More Coffee!

CONTACT

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EXPERIENCE

SENIOR DESIGNER

Dorling Kindersley • August 2010 – February 2024

- Conceiving and crafting designs for book covers and layouts on a wide range of subjects, ensuring that each design perfectly conveys the book's USP.
- Managing the end-to-end design process including concept development, illustration, typography, and mechanicals, making sure the product is delivered on time and on budget.
- Partnering with internal and external stakeholders, making certain that each project's design meets the needs of the market.
- Maintaining DK and external licensing partners brand guidelines to guarantee consistent messaging.
- Interpreting and tweaking style guide and key set artwork to enhance each design's impact.
- Producing accompanying marketing materials allowing a project to reach its maximum sales potential.
- Developing special formats and packaging, enabling book products to reach new and wider markets. For example, the *Learn to Read Star Wars* series (four readers in character slipcases) sold over 150,000 copies.
- Designing bespoke, speculative book covers for special sales presentations to specific retailers. leading to hundreds of thousands of custom project book sales.
- Supporting junior designers and guiding them through the publishing, design, and printing process.
- Working on bestsellers, including the *Lego Ideas Book* (130,000 copies sold), and the \$1.3 million selling *Marvel Studios Timelines* (80,000 copies sold since October 2023).
- DK "Designer of the Year" Award 2012. Merit award 2013 & 2015.

MARKETING AND PUBLICITY DESIGNER

A&C Black Ltd • 2006 – 2010

- Producing marketing materials, including catalogues, booklets, exhibition, and shop point of sale; publicity materials, including press and digital ads.

MARKETING AND DISPLAY DESIGNER

Foyles Bookshop • 1999 – 2006

- Design and installation of marketing and publicity materials, shop signage and window display.