

MARK CVETKOVICH

Creative Director | Experience Designer | Visual Development

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SUMMARY

Experience designer and creative director with 20+ years of experience designing human-centered products across immersive, interactive, and motion ecosystems. I specialize in translating complex emotional, behavioral, and technical challenges into clear, accessible experiences that support real-world outcomes. Proven ability to lead design from early concept through execution while collaborating closely with product, engineering, and leadership teams in cross-functional environments.

DESIGN & CREATIVE EXPERTISE

Experience & Interaction Design • Human-Centered Systems • Immersive & Spatial Design (2D / 3D / XR) • Design Systems & Brand Expression • Motion & Narrative Design • Concept-to-Ship Execution • Cross-Functional Leadership • Critique, Storytelling & Design Direction • AI-Assisted Creative Workflows

EXPERIENCE

Creative Director | Lead Designer

Virtual Therapeutics — Kirkland, WA | Dec. 2016 – Present

- Established and led the end-to-end creative vision for an immersive wellness platform, shaping experience design across interaction, motion, spatial composition, sound, and visual tone to ensure consistency, clarity, and trust across experiences.
- Led immersive product development delivering clinically meaningful reductions in stress, depression, and anxiety, validated through independent research.
- Built the internal creative studio from the ground up, establishing workflows, visual standards, interaction principles, and cross-functional collaboration with engineering and product.
- Directed and mentored a multidisciplinary team of designers, artists, and developers, fostering a culture of critique, experimentation, and high craft.
- Served as part of a three-person studio leadership group (Creative, Production, Engineering), shaping roadmap priorities and aligning creative ambition with technical reality.
- Led immersive experience design across a portfolio of wellness applications, including a flagship VR mindfulness product now deployed nationwide through clinical networks.

Senior Motion Designer | Effects Director

Run Studios — Seattle, WA | Dec. 2014 – Nov. 2016

- Senior creative contributor on motion design and visual effects projects for Microsoft, Amazon, Meta, and other global brands.
- Designed motion systems and modular assets that balanced brand expression, narrative clarity, and emotional tone, including templated end-card deliverables adapted across multiple formats and platforms.
- Collaborated with creative directors, producers, engineers, and editors in a fast-paced studio environment.

Art Director | Lead Artist

RAM TechInsight — Seattle, WA | Jul. 2012 – Nov. 2014

- Directed visual development for live-action and animated content supporting technology and hardware launches.
- Created mood boards, motion studies and animatics, design systems and visual languages, and design assets spanning illustration and infographics, motion, and 3D visualization.
- Partnered with technical teams to translate complex systems into clear, compelling visual narratives.

Art Director | Lead Artist

Screenlife, LLC | WXP Games | Amaze Entertainment — Seattle, WA | Sep. 1999 – Mar. 2012

- Led art direction and hands-on design across multiple commercially released game titles spanning console, mobile, and interactive platforms.
- Shipped two Xbox Platinum Hits and worked on high-profile licensed properties including *The Lord of the Rings*, *Twilight*, *Glee*, *Williams Formula One*, and *Hot Wheels*.
- Defined visual style, interaction feel, and production pipelines while collaborating closely with design and engineering teams under strict production constraints.

Owner | Designer

Arbeit Communications — Bellingham, WA | Aug. 1994 – Sep. 1999

- Ran an independent graphic design business serving clients across branding, print, promotional, and visual communication projects.
- Led projects from client communication and concept development through design, production, and delivery.
- Built practical experience in both creative execution and the business side of design, including scope, deadlines, and client management.

ADDITIONAL EXPERIENCE

Film Projects – VFX, Titles: *The Cuckoo Clock* - 2025, *Braving Rapids* - 2025, *His Monster* - 2024, *Good Kisser* - 2019, *Chronoception* - 2017

3D courtroom visualizations for legal proceedings - KMS Forensics, 2006 – Present

Educational video series for the science of cooking - Culinary Institute of America, 2014

TOOLS AND TECHNOLOGIES

Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign) • 3ds Max • Maya • Unity • Figma • Generative AI tools

EDUCATION

VWO Fine Arts - Sint-Maartens College • Haren, The Netherlands