

MARK CVETKOVICH

Creative Director | Experience Designer | Visual Development

Renton, WA • Tel: (206) 393-8401

Portfolio: markcvet.com | [ArtStation](#) | [LinkedIn](#) | Email: markcvet@yahoo.com

SUMMARY

Creative director and experience designer with 20+ years creating immersive products, interactive experiences, games, motion graphics, and visual content. Combines hands-on design and production with creative leadership, translating complex emotional, behavioral, and technical challenges into clear, accessible experiences. Leads work from early concept through launch in close collaboration with product, engineering, and business teams.

DESIGN & CREATIVE EXPERTISE

Creative & Art Direction • Hands-On Design & Production • Experience & Interaction Design • Motion Graphics & Animation • Visual Development & Concept Design • Immersive & Spatial Design (3D / VR) • Graphic Design & Brand Systems • Storyboarding • Video & Visual Effects • Team Leadership

EXPERIENCE

Creative Director | Lead Designer

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

- Established the creative vision and led hands-on experience design across a portfolio of immersive wellness products, shaping interaction, motion, spatial composition, sound, and visual tone from concept through launch.
- Built the internal creative studio from the ground up, establishing workflows, visual standards, and interaction principles while partnering closely with product and engineering.
- Directed and mentored a multidisciplinary team of designers, artists, and developers, fostering a culture of critique and experimentation while maintaining approximately 96% team retention over eight years.
- Led development of a flagship VR mindfulness product deployed through clinical networks, with studies reporting meaningful reductions in stress, anxiety, and depression.

Motion Designer | Effects Director

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

- Created motion graphics, visual effects, event media, and branded content for Microsoft, Amazon, Meta, and other global clients.
- Created reusable motion graphics and templates while adapting client brands for video, live events, signage, and other formats.
- Collaborated with creative directors, producers, engineers, and editors to carry projects from concept through final delivery.

Art Director | Lead Artist

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

- Led art direction and hands-on production for videos and launch content for technology clients including Intel, Supermicro, and Lenovo.
- Translated complex technical concepts into clear visual stories using live action, 2D and 3D animation, infographics, and animatics.

Art Director | Lead Artist

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

- Led art direction and hands-on design for commercially released console, mobile, and interactive games, defining visual style, UI, and production workflows.
- Helped transition *Scene It?* from DVD to mobile, developing the visual approach, interface, and reusable production templates for six released apps.
- Contributed to two Xbox Platinum Hits and licensed properties including *The Lord of the Rings*, *Twilight*, *Glee*, Williams Formula One, and Hot Wheels.

Owner | Designer

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

- Owned and operated an independent design business creating branding, print, promotional materials, and other visual communications for a range of clients.
- Managed projects from initial client conversations and scoping through concept development, production, and final delivery.

ADDITIONAL EXPERIENCE

Film Projects — Created visual effects and title design for *The Cuckoo Clock* (2025), *Braving Rapids* (2025), *His Monster* (2024), *Good Kisser* (2019), and *Chronoception* (2017).

KMS Forensics — Produce 3D reconstructions and demonstrative graphics for courtroom presentations and legal proceedings (2006–Present).

Culinary Institute of America — Created an educational video series on the science of cooking, combining live instruction, motion graphics, infographics, and 2D and 3D animation. The completed series was incorporated into its teaching curriculum (2014).

TOOLS AND TECHNOLOGIES

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

EDUCATION

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