

Mark Hebert

WEB DESIGNER & DEVELOPER

New Orleans, LA
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PROFILE

Graphic designer and front-end developer with 19 years in digital and print. I take sites and campaigns from concept through launch for studios, museums, galleries, and client teams – WordPress, interface design, and accessibility included.

Authorized to work in the US for any employer.

EXPERIENCE

Web Designer / Developer

FOGO SOLUTIONS · NEW ORLEANS · FEBRUARY 2023–PRESENT

- Designed and developed responsive websites for 20+ clients across industries.
- Built and managed WordPress sites, tuned for speed, SEO, and day-to-day editing.
- Created design systems and visual assets in Adobe Creative Suite so brands stayed consistent.
- Scoped work with clients: sitemap, information architecture, and business goals.
- Shipped accessible front-end code and kept usability in the build, not as a later pass.

Graphic Designer / Marketing Coordinator

NEW ORLEANS AUCTION GALLERIES · FEBRUARY 2022–AUGUST 2022

- Designed and scheduled multi-channel campaigns for auctions and events.
- Managed print and digital collateral so pieces stayed consistent and on time.
- Retouched photography for the web and the catalog.
- Worked with marketing and sales to sharpen creative strategy and messaging.

Graphic Designer

M.S. RAU ART & ANTIQUES · NEW ORLEANS · FEBRUARY 2021–FEBRUARY 2022

- Designed catalogs, marketing materials, and digital assets for luxury collections.
- Kept the website current: banners, product listings, and homepage features.
- Prepared product photography so the presentation matched the brand.

Graphic Designer / End-User Attaché

UPTOWN STUDIOS · SACRAMENTO · SEPTEMBER 2015–FEBRUARY 2019

- Led UX/UI for client websites, including accessibility and responsive layout.
- Worked with developers to bring visual assets into live sites.
- Designed logos, style guides, and campaigns that had to work across platforms.
- Reported on analytics and social performance, and joined human-centered design sessions.

Senior Graphic Designer

CROCKER ART MUSEUM · SACRAMENTO · MARCH 2006–SEPTEMBER 2015

- Designed exhibition campaigns, signage, and environmental graphics.
- Led the redesign of the museum's website, including interface design and content.
- Produced marketing for exhibitions, membership, and events serving 13,000+ members.
- Directed photo retouching, prepress, and vendor production.

Art Director

CAROL SOGARD · SALT LAKE CITY · AUGUST 2004–OCTOBER 2004

- Designed the AIGA 100 Show awards book for 2003 and 2004.

EDUCATION

BFA, Visual Communications · University of Utah ·
2000–2005

TOOLS

WordPress, HTML, CSS, JavaScript, Figma, Photoshop, Illustrator, InDesign, accessibility, SEO