

Portfolio

Logo Design / Visual Identity / Branding / Web Design / Illustration

CREATIVE DESIGN



Hello!

Hi, I'm Mark Mendola, a graphic designer with over 17 years of experience helping clients bring their ideas to life across logos, branding, illustration, websites, and marketing materials. I'm passionate about helping businesses grow and thrive through impactful, authentic design—and I believe strong communication is key to making that happen.

I love collaborating closely with clients, turning their vision into thoughtful, effective design that makes a lasting impression. Whether you're building a brand from the ground up or refreshing an existing one, I'm committed to delivering creative work that stands out—and keeping the process clear, responsive, and collaborative every step of the way.

Education

State University of New York at Fredonia 2012
Bachelors of Arts in Graphic Design

Creative Fields

- Logo and Branding
- Illustration
- Marketing
- Social Media
- Website design
- Package Design
- Floor-plan design
- Problem Solving
- Creative Direction

Software

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint

Experience

Caramel Bakery and Bar, 2018-Present Co-owner

Balanced creative and operational roles — menu design, logos, branding, merchandise, and building our website. Managed social media and SEO to grow our audience. Led a team of 15, handled planning, hiring, and coordinated 150+ weddings annually. As front bar and floor manager, I worked closely with clients daily and wasn't afraid to jump in whenever needed. Passionate about great design, clear communication, and creating standout experiences.

Ivy Global, 2016-2022 Graphic Designer

Specialized in cover design, website design, flyer's, illustrations, advertising, brochures, business cards, and formatting.

Izzo / Callaway Golf, 2014-2016 Graphic Designer

Executed package design, advertising, catalogs, photo manipulations, illustrations, and sell sheets.

Devara, 2012-2014 Graphic Designer

Served as a senior designer, specializing in logo recreation, e-blasts, and catalog design.

Freelance Graphic Design, 2012-Present Graphic Designer

Proficient in various project types including logo design, website development, social media, SEO, product design, brochures, and brand development.

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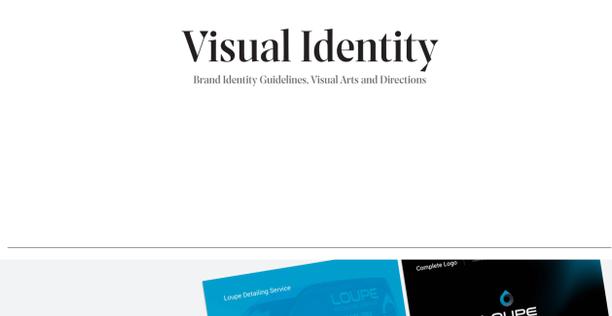
Logo Design / Visual Identity / Branding / Web Design / Illustration

- 01. Logo Design: Wordmark, Logo Mark, Typography
- 02. Visual Identity: Brand Identity Guidelines, Visual Arts and Directions
- 03. Branding: Business Cards, Stationary, Merchandise, Packaging, UI, Marketing Collateral etc.
- 04. Web Design: Createspace & Wix Site Design
- 05. Illustration: People, Places and Things

Logo Design

Logo Design

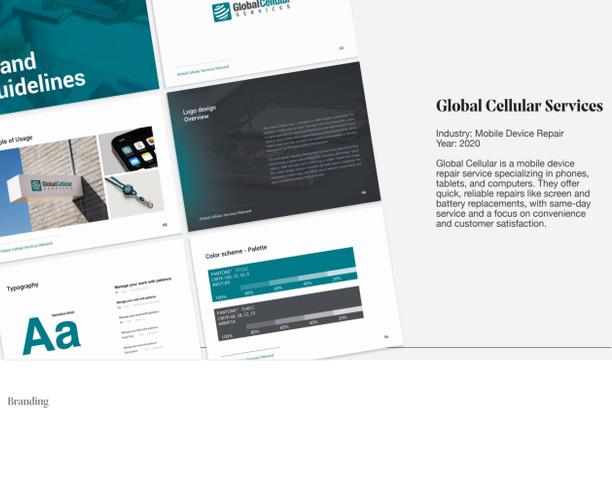
Wordmark, Logo Mark, Typography



Visual Identity

Visual Identity

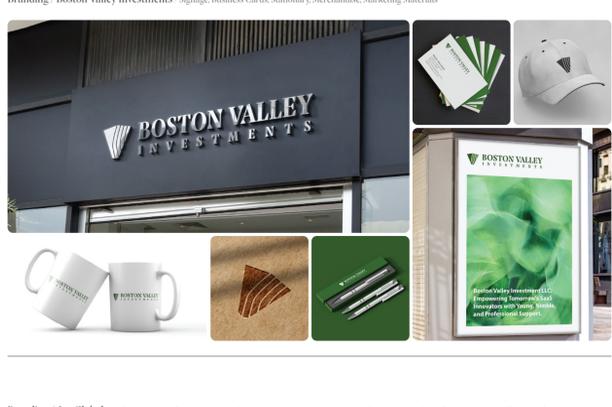
Brand Identity Guidelines, Visual Arts and Directions



Branding

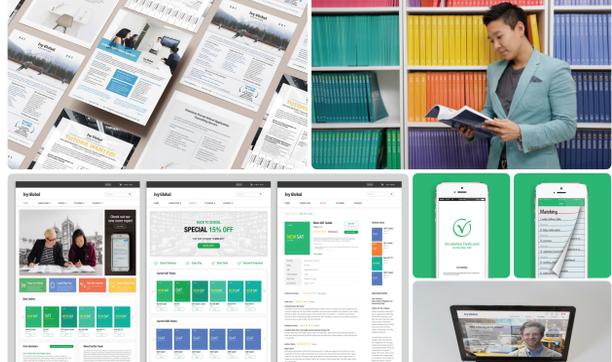
Branding

Business Cards, Signage, Merchandise, Packaging, Stationary, UI, Marketing Material etc.



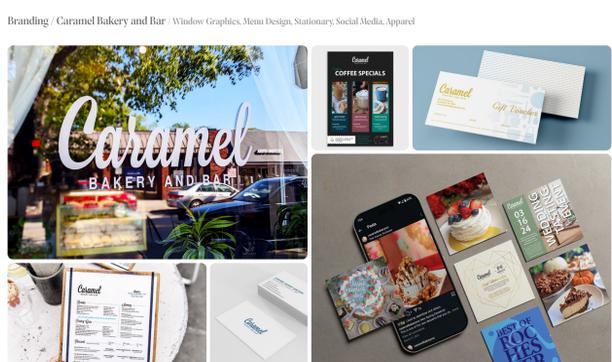
Branding / Boston Valley Investments

Signage, Business Cards, Stationary, Merchandise, Marketing Materials



Branding / Caramel Bakery and Bar

Window Graphics, Menu Design, Stationary, Social Media, Apparel



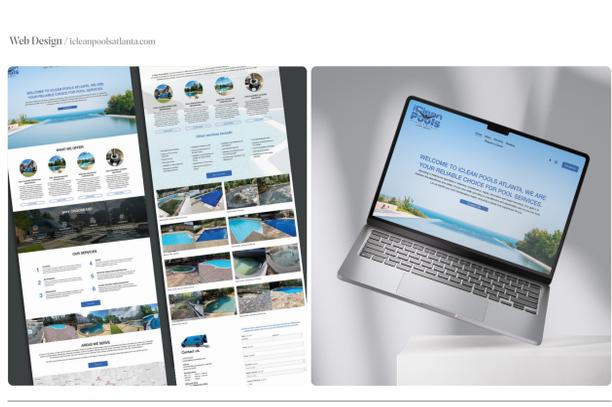
Web Design

Web Design

Createspace / Wix



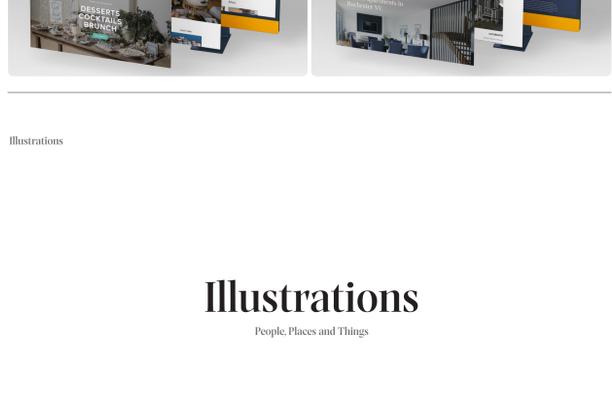
Web Design / thewebstarborerum.com, totpotkids.com, caramelpbakeryandbar.com, 1492properties.com



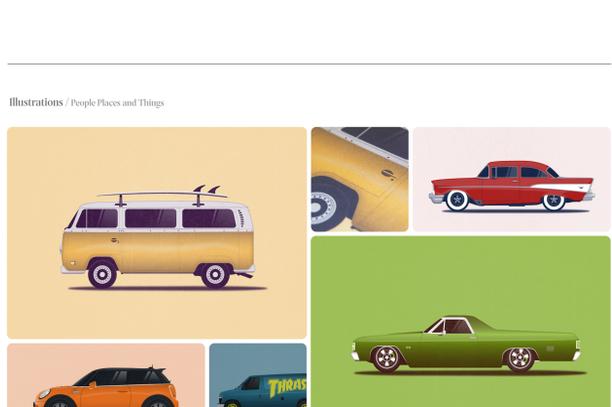
Illustrations

Illustrations

People, Places and Things



Illustrations / People Places and Things



Thanks!

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LET'S STAY CONNECTED