

MARK MAGNER

Creative Director | Brand Strategy & Visual Storytelling

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Creative Director with more than two decades of experience across entertainment, educational, and consumer brands. Combines brand strategy, hands-on art direction, and technical problem-solving to guide teams and deliver campaigns, licensed products, packaging, and digital experiences.

PROFESSIONAL EXPERIENCE

Principal Consultant & Creative Strategist

[Magleto LLC](#) | 2015 - Present

Co-founded a boutique creative studio with artist Diana Leto. Lead creative engagements spanning brand storytelling, packaging, digital campaigns, and marketing assets for entertainment, wellness, and educational clients.

- Rebranded Nutrilite's health product line across a \$300M+ portfolio, supporting brand consistency and a reported 30% sales increase.
- Directed the 2023 Fraggle Rock style guide for The Jim Henson Company, unifying design across licensing and marketing teams.
- Developed campaign strategies and storytelling frameworks for startups and nonprofits, including confidential client engagements.
- Created pitch decks, brand systems, and marketing assets that helped secure production deals and licensing partnerships.

Design Director, Global Consumer Products

[Sesame Workshop](#) | 2005 - 2015

Oversaw branding and product design for Sesame Street's global consumer products. Led creative work across packaging, campaigns, and retail assets, collaborating with internal teams and external partners.

- Led Sesame Street's 40th Anniversary campaign in collaboration with Target and iTunes.
- Produced an interactive pitch presentation that helped secure a multimillion-dollar CBeebies/BBC deal for The Furchester Hotel.
- Directed packaging and brand systems across international teams to support consistent execution and licensing collaboration.

EXPERIENCE & CREATIVE PRACTICE

Director, Web Services

Sesame Workshop | 2002 - 2005

Led digital platforms including intranet and business-to-business portals. Focused on user experience, content accessibility, and system integration to support internal teams and partners.

- Developed internal asset systems and a user-centered portal to improve access to creative materials and support licensing workflows.

SELECTED PROJECTS

The Jim Henson Legacy

Website & motion identity | Selected work

Redesigned the organization's website and animated its logo for compilation screenings. Connected Adobe contacts with Museum of the Moving Image partners to explore educational collaboration.

Sesame Street

Brand storytelling across formats | Selected work

Portfolio includes art direction and retouching for the Google Doodle; office murals and licensing-show graphics; DVD packaging; and photography and design for the NASA Orion promotion.

AI Filmmaking

Independent Creative Exploration | 2026

Exploring AI-assisted visual storytelling through short-form educational projects, including Living the Scout Law. Developing workflows for visual consistency, scene continuity, and editorial refinement.

EXPERTISE

Creative direction • Brand strategy • Team leadership • Integrated marketing • Licensing and style guides • Consumer packaging • Digital experiences • Photography and compositing • Digital asset management

Creative tools: Adobe Photoshop, Illustrator, InDesign, and OpenArt (AI image and video creation).
Developing practice: AI filmmaking and educational visual storytelling.

PROFESSIONAL RECOGNITION & DEVELOPMENT

- Academy of Interactive & Visual Arts - Member and Judge, 2006 - Present
- Adobe Design Achievement Awards - Panelist, 2019
- Disney Institute - Disney's Approach to Leadership Excellence, 2020
- Google - Cybersecurity Professional Certification, 2024