



mrowka

DESIGN / BRANDING / ADVERTISING

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# ABOUT

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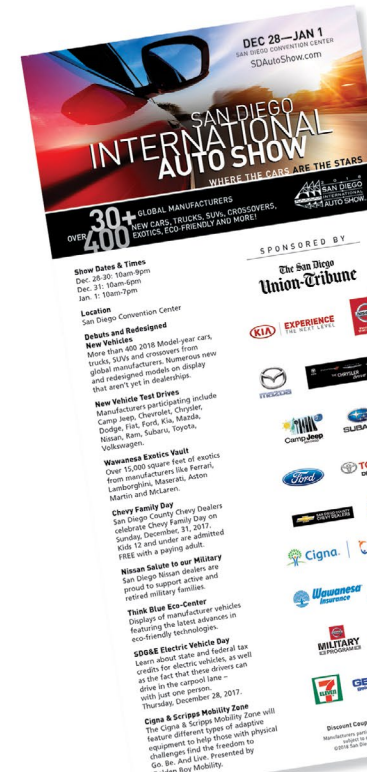


Mark Mrowka is the Owner & Art Director of **MROWKA**, a creative firm whose capabilities include branding & strategy, print, digital, large-scale and advertising initiatives. His past experience included serving as Publications Manager at California Center for the Arts, Escondido and Blue Book Publishers, where award-winning work was produced under his leadership. Before opening his own studio in 2002, he was a senior designer for Janis Brown & Associates; an advertising agency specializing in fashion-retail for large national clients.

Mark's 25 years in design is represented within several industries such as The Arts, Education, Real Estate, Sports, Automotive, Technology, Museums, Fashion, Entertainment, and more. He attended Southwestern College in San Diego and acquired additional training from Art Center College of Design in Pasadena and Arts College International in San Diego.

CLIENT:

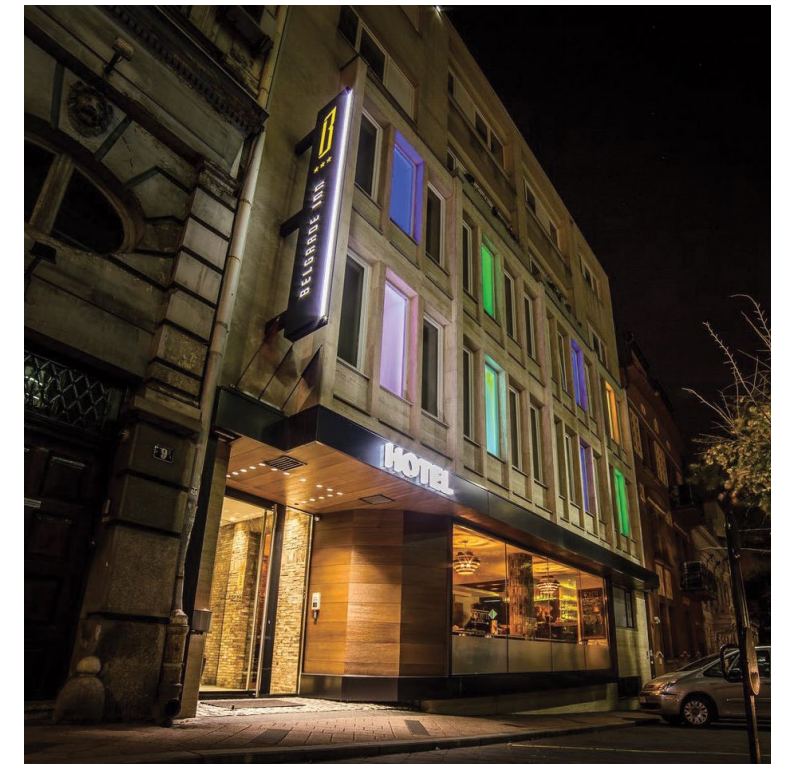
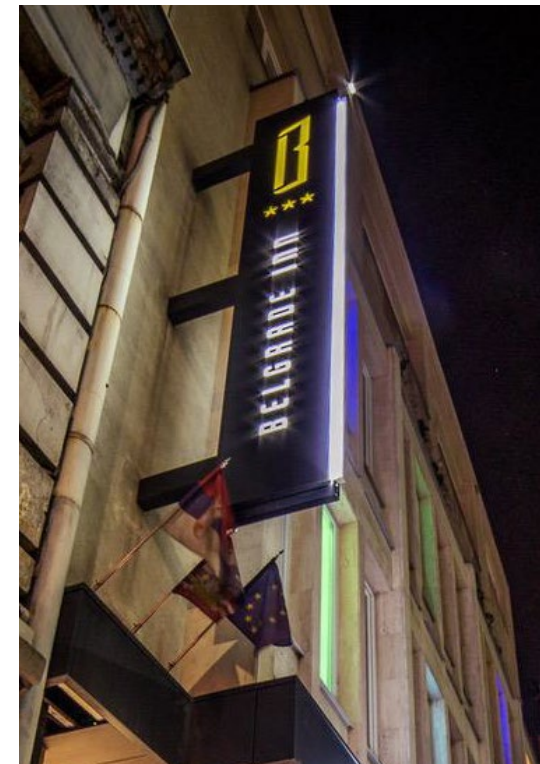
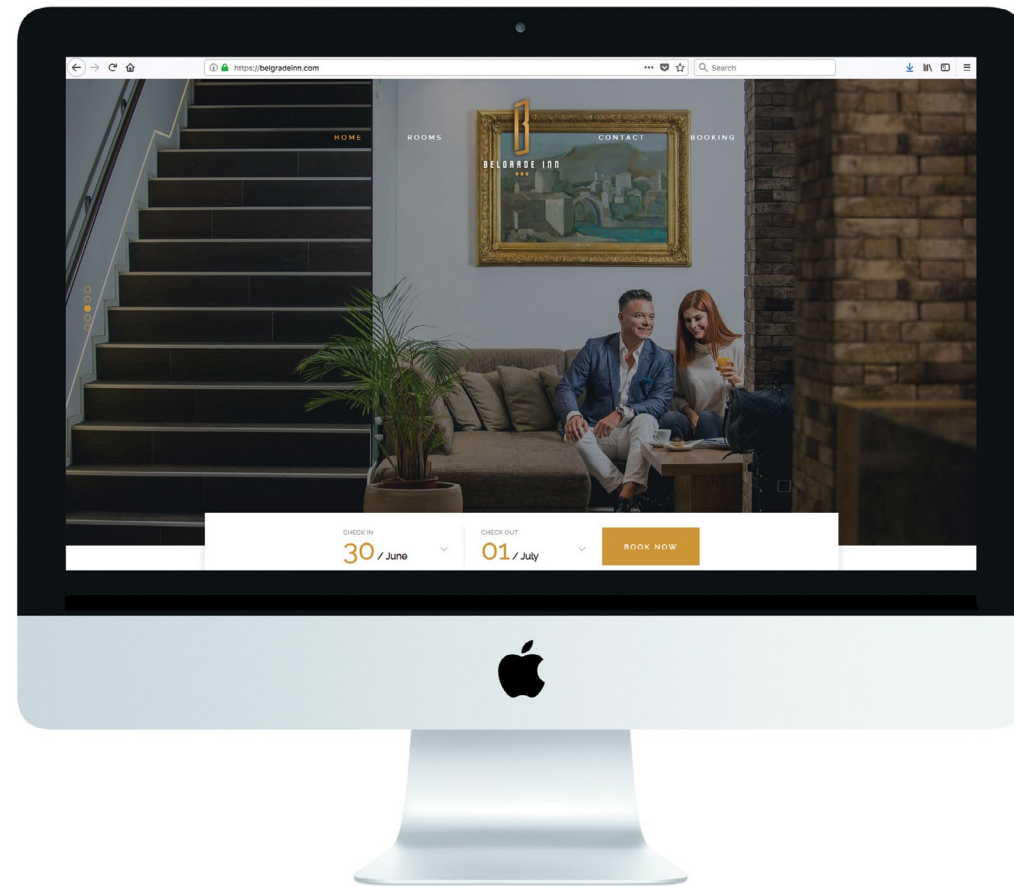
# SAN DIEGO INTERNATIONAL AUTO SHOW



Clockwise from top left:  
Main Campaign Image  
Print ad, POP Counter Card,  
Restaurant Guest Check  
Email Blast and Various Digital  
Ads for Web and Mobile  
Outdoor Board



CLIENT:  
**BELGRADE INN** *(Belgrade, Serbia)*



*Clockwise from top left:*  
Brand Logomarks  
Website  
Hotel Exterior Signage  
Business Cards

CLIENT:  
**DESERT KING INTERNATIONAL**

**DESERT KING INTERNATIONAL**

**ANDEAN QDP ULTRA ORGANIC** Problem Skin Treatment

- ✔ Suitable for all skin types
- ✔ Sebum Control
- ✔ Anti-inflammatory
- ✔ Reduces blemishes
- ✔ Eliminates the appearance of shiny skin
- ✔ Pore minimizing
- ✔ Skin is less sensitive

**DESERT KING INTERNATIONAL**

**PURE**

Pure Organic Plant Extracts  
 100% Natural Ingredients

Andean Quillaja  
 Inca Jojoba  
 Baja Yucca

**DESERT KING INTERNATIONAL**

**ANDEAN QDP ULTRA ORGANIC** Scalp Therapy

- ✔ Seborrhoea Reduction
- ✔ Significantly decreases flaking
- ✔ Recovers scalp skin to normalcy
- ✔ Reduces itching
- ✔ Lessens skin redness (Erythema)
- ✔ Anti-bacterial



Clockwise from top left:  
 Trade Show Display Graphics  
 Sales Folders  
 Print Ad

PERSONAL CARE & COSMETICS

**QUILLAJA**  
 An all-Natural & Organic Bio-Active Ingredient!

Please visit booth # 727 to learn more about ANDEAN QDP ULTRA ORGANIC: Bioactivity Evaluations of Quillaja saponaria (Soap Bark Tree) Saponins in Skin and Scalp Sebaceous Imbalances.

Our Quillaja products are natural plant extracts manufactured from FSC certified Quillaja saponaria: a saponin-rich tree that grows in the pristine and unspoiled foothills of the Andes mountains in Chile.

**DESERT KING INTERNATIONAL**

7024 Manya Circle, San Diego, CA 92154 | 619.429.5222 | info@desertking.com | desertking.com

**PURE [PYÜR]** From Latin purus - free from blemishes, blemishes, or foreign elements and being in tune with nature

**ANDEAN PURE QUILLAJA**  
 Quillaja is the world's largest producer of Quillaja saponins. Quillaja is a tree that grows naturally in the Andes foothills of Chile. This Quillaja saponin is used in the production of Quillaja saponins. These products are used in the production of Quillaja saponins. Desert King International is the world's largest producer of Quillaja saponins. Desert King International is the world's largest producer of Quillaja saponins.

**INCA PURE JOJOBA**  
 Quillaja saponins are used in the production of Quillaja saponins. Quillaja saponins are used in the production of Quillaja saponins. Desert King International is the world's largest producer of Quillaja saponins. Desert King International is the world's largest producer of Quillaja saponins.

**BAJA PURE YUCCA**  
 Quillaja saponins are used in the production of Quillaja saponins. Quillaja saponins are used in the production of Quillaja saponins. Desert King International is the world's largest producer of Quillaja saponins. Desert King International is the world's largest producer of Quillaja saponins.

**ALL-NATURAL INGREDIENTS WITH PROVEN FUNCTIONALITY**  
 Quillaja saponins are used in the production of Quillaja saponins. Quillaja saponins are used in the production of Quillaja saponins. Desert King International is the world's largest producer of Quillaja saponins. Desert King International is the world's largest producer of Quillaja saponins.

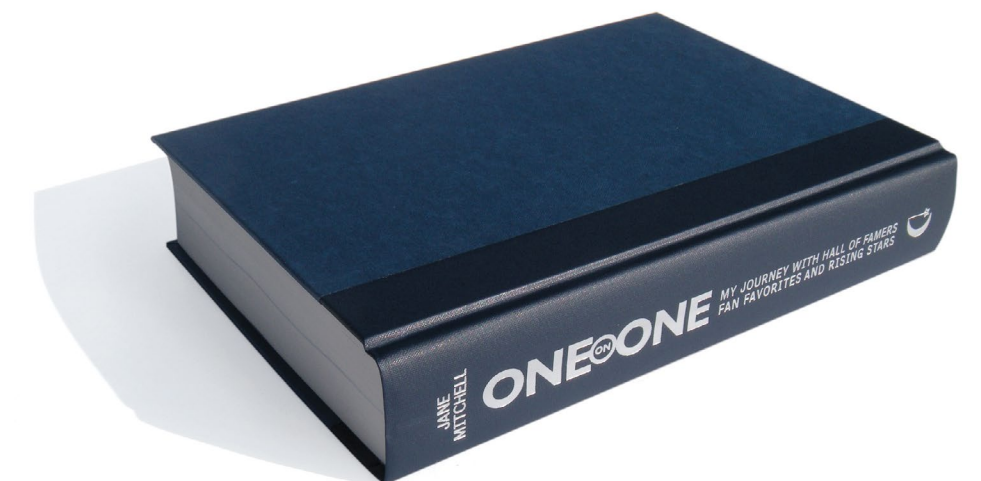
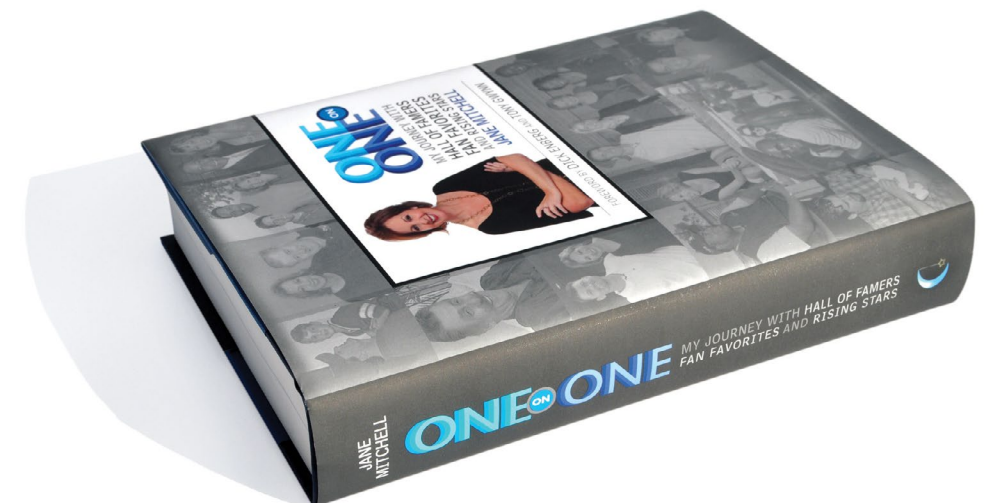
CLIENT:  
**SAN DIEGO SAILING EXHIBIT**



Clockwise from top left:  
 Welcome Wall, Main Exhibit Room  
 Main Room, Exhibit Panels and Star Boat  
 Exterior Building Banner AC Gallery Entry Signage  
 America's Cup Gallery Room Interior AC Trophy  
 America's Cup Timeline Wall



CLIENT:  
**JANE MITCHELL, ONE ON ONE**

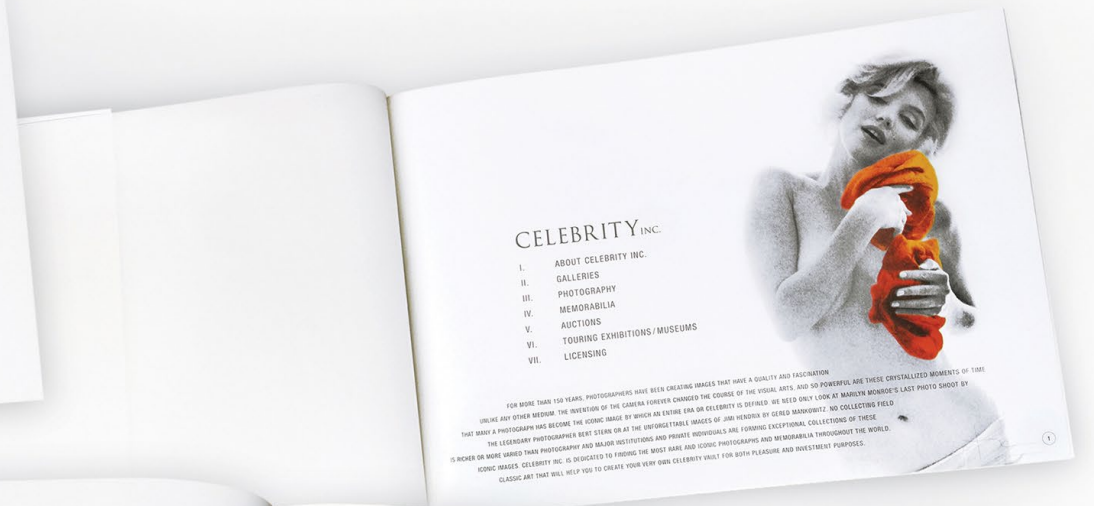


Clockwise from top left:  
 Brand Logomark  
 Site Design  
 Book Cover & Jacket Design  
 Spine Stamping  
 Branded Coffee Mugs  
 Business Cards





CLIENT:  
**CELEBRITY VAULT**



Clockwise from top left:  
 Site Design  
 Investor Book  
 Bookmarks  
 Marketing Flipbook



CLIENT:  
**LAND ROVER**



**THE SECOND-GENERATION HAS ARRIVED**

LAND ROVER SAN DIEGO cordially invites you and a guest to attend the exclusive launch of the world's most capable and luxurious SUV

Please join us for an all-inclusive **SUNDAY BRUNCH** at the **SANTALUZ CLUB** as we celebrate the arrival of the **ALL-NEW RANGE ROVER SPORT**

**Sunday, September 15, 2013**  
 10am-1pm • Santaluz Club  
 8170 Caminito Santaluz E • San Diego, CA 92127

*Enjoy a five-star hosted brunch, live Jazz music, test drives, and a special presentation highlighting the 2014 Range Rover Sport.*

*Limited availability. Please RSVP at the link below by September 9, 2013.*

**CLICK HERE TO RSVP**

*Complimentary Valet Parking included. Invitation is non-transferable*

ABOVE AND BEYOND

JAGUAR | LAND ROVER ABOVE & BEYOND

**SAN JOSE**

INVITES YOU TO OUR

**1st Annual WOMEN & WHEELS DAY**

**Sunday, October 9, 2016**  
 10am to 1pm

Have you ever looked at your car dashboard and thought you were looking at an airplane dashboard?

In this day and age of modern technology, our car features can be overwhelming. Jaguar/Land Rover San Jose has created a unique event for you to "get to know" your vehicle in a relaxing and comfortable atmosphere. We call it a "Tech Session", but this event will have it's own twist as our Master Technicians will give you a customized, private session to educate you on all the fun features and state-of-the-art technology your vehicle has to offer. After you ace the course and deem yourself a "pro", it's on to a fabulous afternoon of farm-to-table food, spa services and couture apparel trunk show...along with some other delightful surprises.

*Join us for this special afternoon that is sure to be as good as a "girl's night out".*

**10:00AM:**  
 WELCOME FROM GENERAL MANAGER, ERIC QUISTGARD  
 GOURMET COFFEE AND LIGHT BITES

**10:15AM-10:30AM:**  
 INSIDER'S LOOK: A SNEAK PEEK INTO THE HOTTEST TRENDS AND UPCOMING PRODUCT DEBUTS FROM JAGUAR LAND ROVER

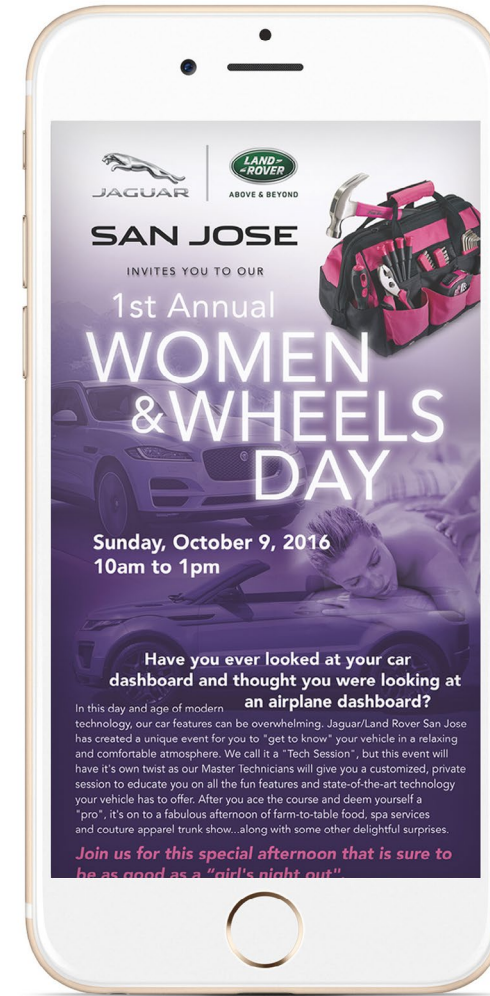
**10:30AM-11:00AM:**  
 GIRL POWER: STAY SAFE AND UNDERSTAND THE INCONTROL FEATURES OF YOUR CAR. WE WILL GUIDE YOU THROUGH THE PROCESS AND DEMONSTRATE THE ALL-IMPORTANT FUNCTIONS OF THE INCONTROL PROGRAM AND HOW YOU CAN STAY SAFE AND PROTECT YOURSELF IN AN EMERGENCY SITUATION.

**11:00AM-1:00PM:**  
 HOSTED FARM-TO-TABLE BRUNCH, SIGNATURE COCKTAILS  
 COURTESY OF SLIMINTI AND OPEN HOUSE SPA & APPAREL PARTY

Raffle prizes including the opportunity to win an all-expense paid weekend at the Quail Lodge in Carmel and The Land Rover Driving Experience. Proceeds benefit Cancer CAREpoint.

Please RSVP by September 26, 2016 to:  
 Albert Yanez  
 ayanez@landroversj.com

Jaguar/Land Rover San Jose • 4040 Stevens Crook Blvd  
 San Jose, CA 95129 • 408.246.7600



*An EXCLUSIVE Invitation*

LAND ROVER SAN DIEGO invites you to get behind the wheel and experience extraordinary luxury. Schedule an appointment for a test drive and automatically qualify to win a \$1400 Gift Card to the Rancho Valencia Resort & Spa. **Schedule your appointment at [testdrive@landroversandiego.com](mailto:testdrive@landroversandiego.com)**

Land Rover San Diego  
 9455 Clayton Drive  
 San Diego, CA 92126  
 858.693.1400  
 LandRoverSanDiego.com

Left to Right:  
 Email Campaign for New Model Launch  
 Email / Mobile Campaign for Event (Jaguar/LR San Jose)  
 Direct Mail Postcard

CLIENT:  
WASHINGTON STATE UNIVERSITY



Left:  
Campus Poster for Study Abroad Program at Cesar Ritz Colleges in Brig, Switzerland

Below:  
Direct Mail Postcard



CLIENT:

# CALIFORNIA CENTER FOR THE ARTS, ESCONDIDO

## CUSTOMIZED

Art Inspired by **HOT RODS, LOW RIDERS**  
and **AMERICAN CAR CULTURE**



Clockwise from top left:

Logomark for Customized Exhibition

Title Wall for Niki de Saint Phalle Exhibition

Season Lineup Brochure

Title Wall for Customized Exhibition



OTHER WORK: SOCIAL / DIGITAL 1

The All New **A3**  
Stay uncompromised.



AUDI SAN DIEGO INVITES YOU TO  
**THE AUDI A3 LAUNCH EVENT**

Join us on  
THURSDAY, APRIL 3, 2014  
from 6:00PM-9:00PM  
for the exclusive launch of the  
All-new Audi A3 Sedan

With a special NIGHTTIME TEST DRIVE

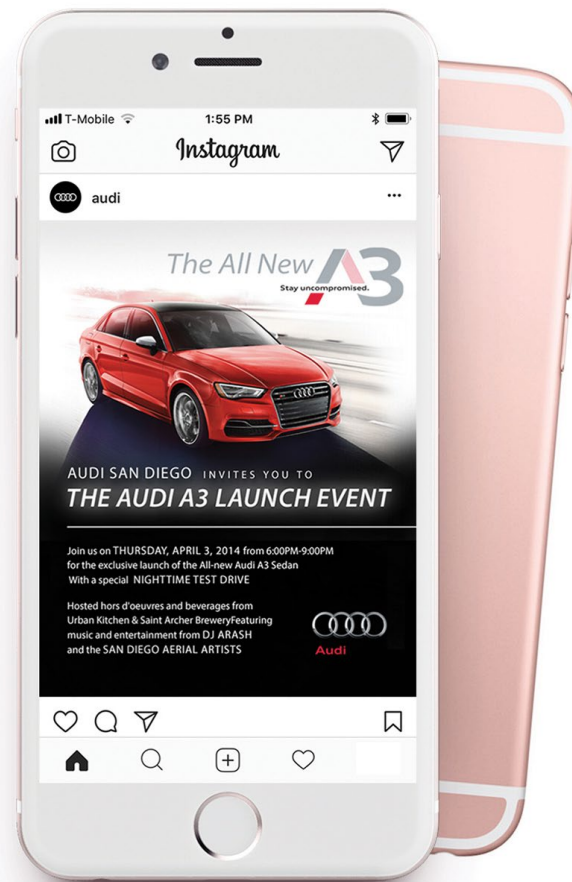
Hosted hors d'oeuvres and beverages from  
Urban Kitchen & Saint Archer Brewery  
Featuring music and entertainment from  
DJ ARASH and the SAN DIEGO AERIAL ARTISTS

Audi San Diego  
9010 Miramar Road • San Diego, CA 92126

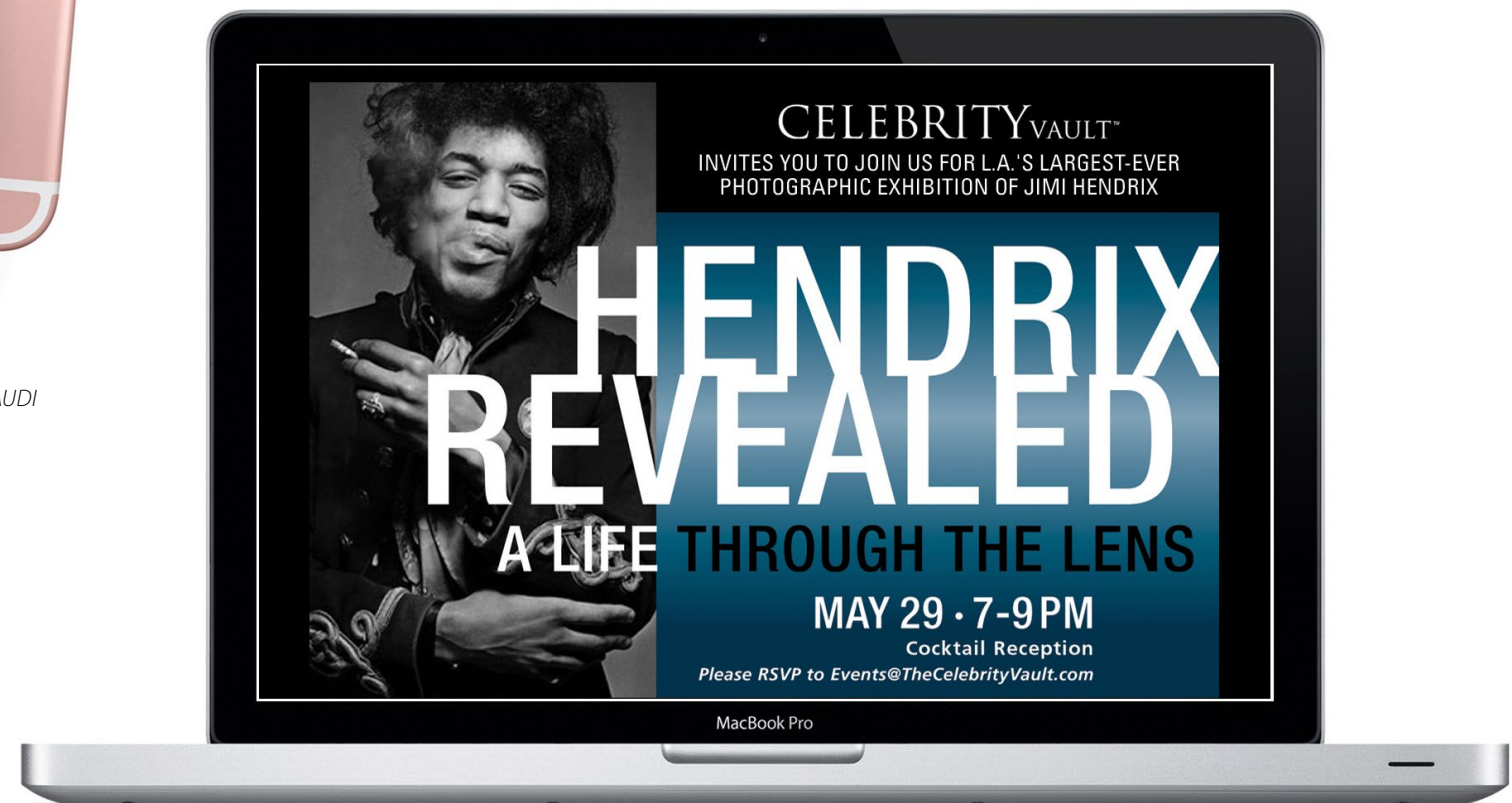
Please RSVP to  
wendi.hohensee@audisandiego.com  
by Monday, March 31st

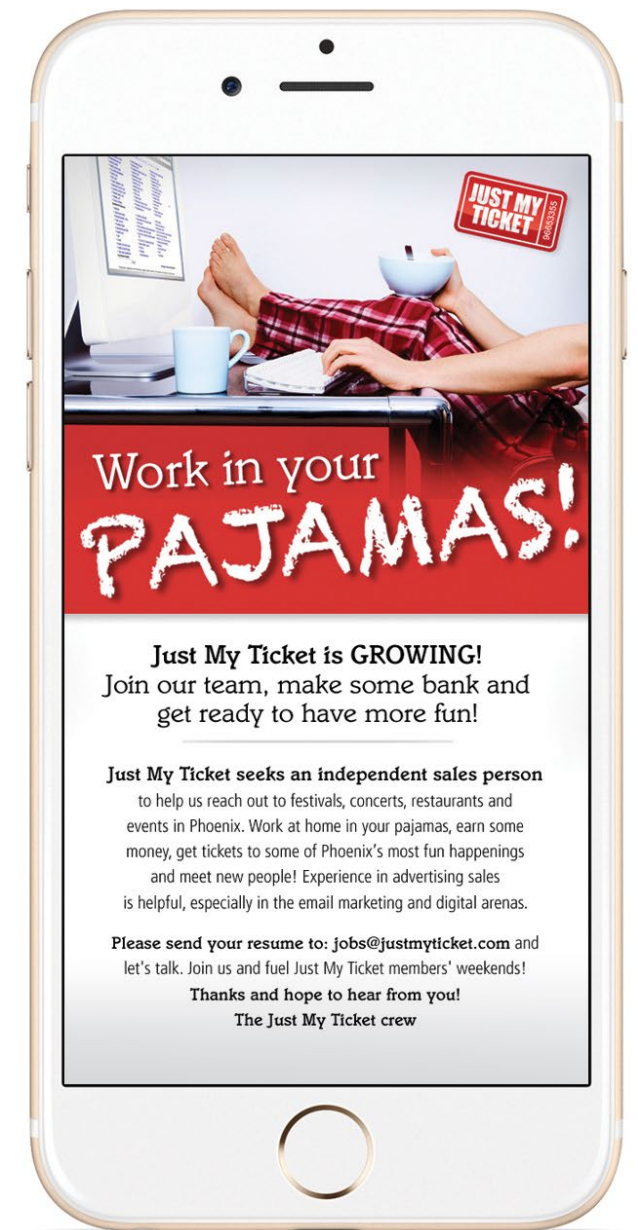
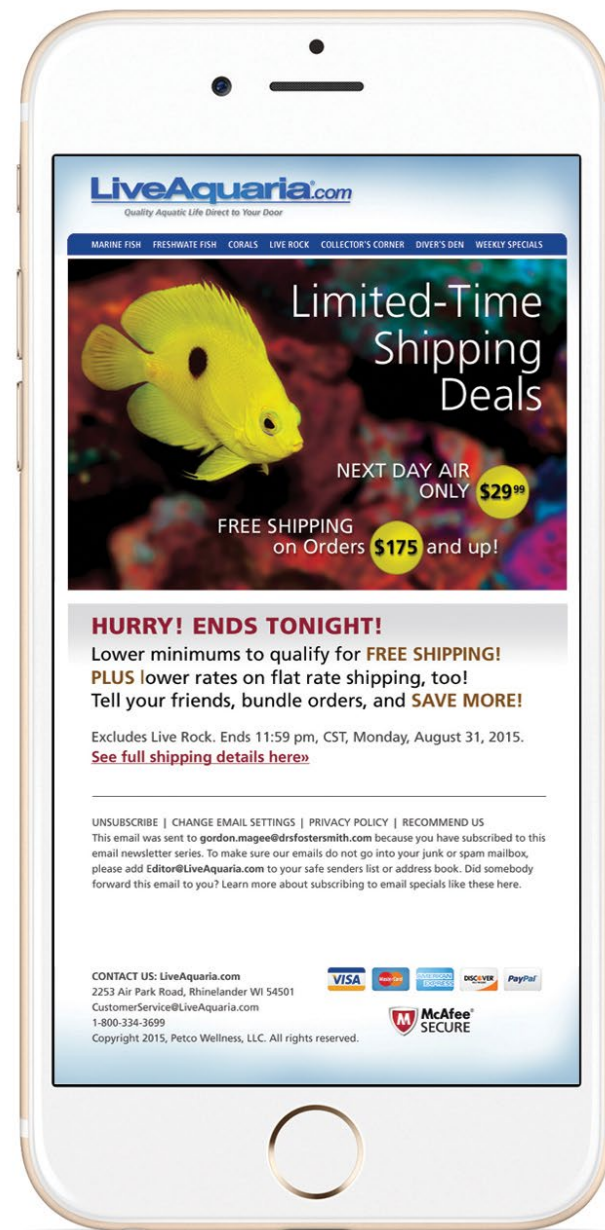


Audi



Left to Right:  
Digital Campaign for New Model Launch, AUDI  
Restaurant Hiring Campaign Landing Page,  
Coco's Restaurants  
Event eBlast, Facebook/Instagram Posts,  
Celebrity Vault





Left to Right:

Ad Publisher's eBlast, *Yabuka Media*

Sales Promtional eBlast, *LiveAquaria.com*

Street Marketing Team Recruitment eBlast, *Just My Ticket*

Hiring Campaign eBlast, *Just My Ticket*





**Keep it FRESH 'n SMOOTH!**

**HUGE Opportunity!**  
**Become a Smoothie King Student Ambassador!**  
 Smoothie King is very excited to announce our Student Ambassador program! If you and your friends want to make a positive difference in your community, have an out-of-the-box and creative flare for social media, and want to get involved with a large media campaign that directly impacts teens—then get involved in this great program!

**We are looking for a dedicated team** of student ambassadors from the local high schools in: California, Texas, Louisiana, Georgia, Florida

**The Team Ambassador Leader will be responsible for:**

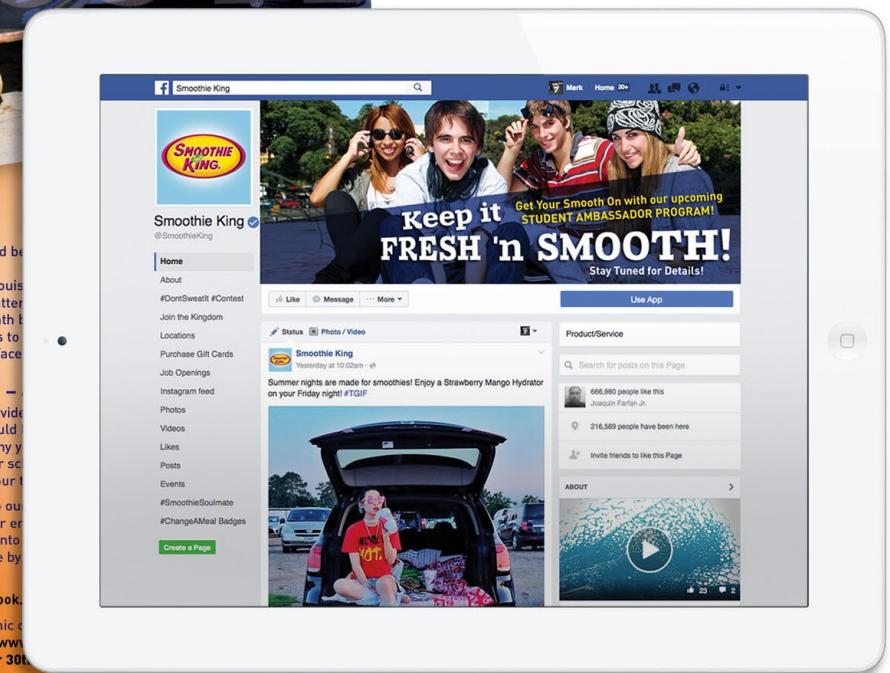
- Selecting his or her team of 2-3 students (total team members of four students max).
- Participating in three health challenges that face teens
- Compete against four teams from other high schools for a chance to win amazing prizes.

**To Apply:**  
 You must attend and be a high school senior in:  
 Harbor, Fleming, Louisiana, Georgia, Florida  
 1. Must be able to attend a meeting per month  
 2. Must have access to a social media account (Facebook, Instagram, etc.)

**How to Enter –**

- 1 Create a 30 second video that tells us why you should be a Smoothie King Ambassador and why your team would include on your school.
- 2 Load the video onto our Facebook page, your email address and phone number. Most votes will go into your video message by 10:00am on Friday, October 30th.
- 3 Load your video to our Facebook page by <https://www.facebook.com/smoothieking>
- 4 Send us an electronic copy of your video to <https://www.facebook.com/smoothieking> by Sunday, October 30th.

**Prizes Include:**  
**\$500 Scholarship fund!**



Left: Graphics & Meme's for Facebook/Instagram Posts, Smoothie King  
 Above: Student Ambassador Campaign on Facebook/Other Platforms, Smoothie King



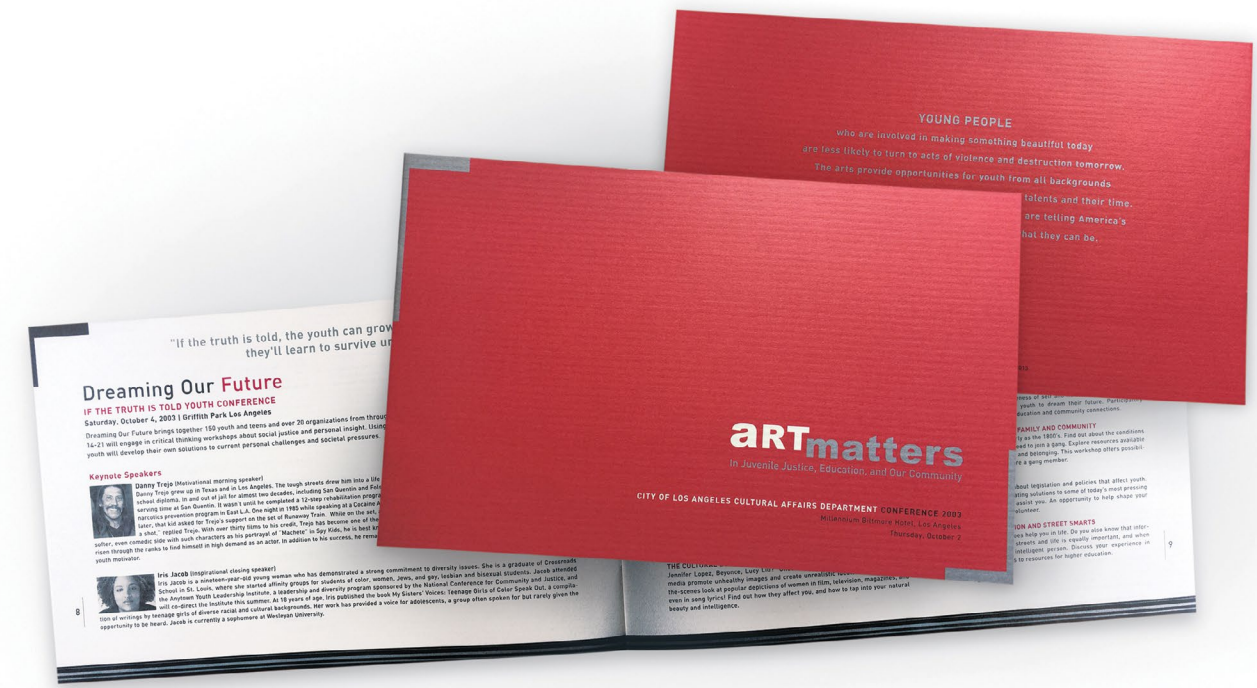
OTHER WORK: **PRINT**<sub>1</sub>



Top: Gala Invitation Package, Getty House Foundation

Left: Asian & Pacific Islander Cultural Heritage Guide, City of Los Angeles

Right: Youth Conference Program, City of Los Angeles







# OTHER WORK: BRAND IDENTITY



*Left to Right:*

**Cookies n Cream**  
*A Hollywood Dessert Shop*

**Belgrade Inn**  
*A Boutique Hotel in Belgrade, Serbia*

**Cal Center Club**  
*An Arts Donors Membership Club*

**Tandem Media**  
*An Advertising and PR Company*

**Step Up**  
*A Fundraising Campaign*

**Look. React. Engage.**  
*A Museum Exhibition*

**Sports Tourism Learning Institute**  
*Education Programs for the Sports Events and Tourism Industry*

**BayVu**  
*A Residential Coastal Condominium*

**Champions Sport Corps**  
*Community Youth Sports Program*

**The Vault**  
*An Online Resources Archive*

**Sports Tourism Research Institute**  
*A Research Organization for the Sports Events and Tourism Industry*

# OTHER WORK: ADVERTISING

FALL'S BRIGHTEST IDEAS.  
ALL IN ONE PLACE.

Gather together fashion's leading lights including Tommy Hilfiger, J. Jill, Nicole Miller, Bally, BCBG and Benetton. Add a choice of tempting restaurants, stir in state-of-the-art entertainment, and you get the idea: The city's premier destination for fashion, food and film. Pacific Place. Very bright of us, don't you think?

**PACIFIC PLACE**  
THE PLACE FOR FASHION, FOOD AND FILM  
Sixth and Pine, Downtown Seattle • Phone (206) 405-2655 • www.pacificplaceseattle.com

Strike gold in the desert.

140 specialty stores. 8 tantalizing restaurants. Hot nightclubs. A one-of-a-kind setting.

ALDO • ANN TAYLOR LOFT • AVEDA • BCBG MAX AZRIA • BEBE • BETSEY JOHNSON • BRIGHTON COLLECTIBLES • BUILD-A-BEAR WORKSHOP  
CACHE • CHEESEBURGER AT THE OASIS • CHICO'S • CLUB MONACO • COMMANDER'S PALACE • CRUSTACEAN/PANA LOUNGE  
FRENCH CONNECTION • HERVE LEGER • HILO HATTIE • THE STORE OF HAWAII • HUGO/HUGO BOSS • IHANE BARNES • L'OCCEITANE  
LUCKY BRAND DUNGAREES • MAX STUDIO • THE METROPOLITAN MUSEUM OF ART STORE • MONTBLANC • SEPHORA • SHARPER IMAGE  
ST. CROIX SHOP • STEVE MADDEN • SUR LA TABLE • SWAROVSKI • TODAI JAPANESE SEAFOOD BUFFET • TOMMY BAHAMA  
TUMI • TWO LIPS SHOES • UNITED COLORS OF BENETTON • WHITE HOUSE/BLACK MARKET • WYLAND GALLERIES • Z GALLERIE

Get your free Passport to Savings Coupon Book with great values from Desert Passage stores by bringing this ad to Customer Service near Z Gallerie.

THE SHOPS IN  
**DESERT PASSAGE**  
AT THE ALADDIN, LAS VEGAS

Hours: Sun-Thurs., 10am-11pm, Fri. & Sat., 10am-12 midnight. Restaurant and some store hours may vary. Phone: 888-800-8284 www.desertpassage.com CODE M10.03

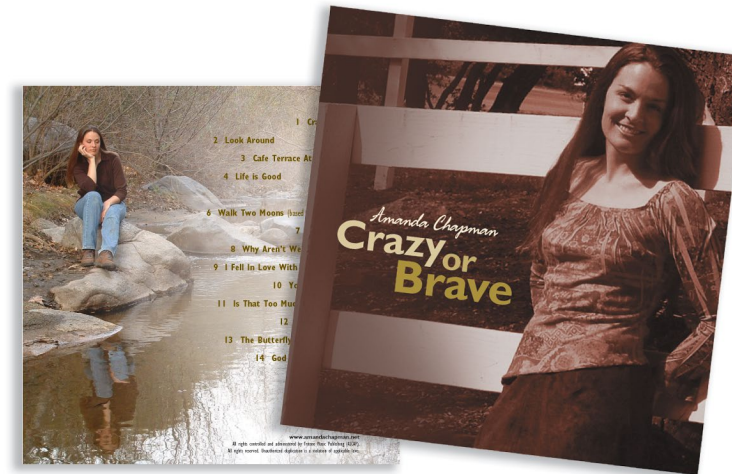
**FASHION VALLEY**  
SAN DIEGO'S FINEST COLLECTION

MASTER THE ART OF HOLIDAY ENTERTAINING.  
AT THE CITY'S MOST INSPIRED COLLECTION OF STORES, INCLUDING TIFFANY & CO., CRATE & BARREL, RESTORATION HARDWARE, WILLIAMS-SONOMA, BANG & OLUFSEN, POTTERY BARN AND Z GALLERIE. TOGETHER ONLY AT FASHION VALLEY. WHERE YOU'LL BE THE TOAST OF THE SEASON.

NEIMAN MARCUS, LORDSTROM, SAKS FIFTH AVENUE, MACYS, ROBINSONS, MAY JCPENNEY, THE CHEESECAKE FACTORY, P.F. CHANG'S CHINA BISTRO AND OVER 200 FINE STORES AND RESTAURANTS. FOR EXTENDED HOLIDAY SHOPPING HOURS, PHONE 619/688-9113. HWY 163 AT FRIARS RD. WEST.

Print Advertising: Pacific Place Seattle, Desert Passage Las Vegas, Fashion Valley San Diego

# OTHER WORK: RETAIL PRODUCT



Clockwise from top left:  
Vibrázel Jojoba Oil

CDs for Davidoff and singer Amanda Chapman

Terrell Owens & Other Celebrity Apparel

Grazia Popsicle Molds Packaging

Solid Cordz HDMI Cables Packaging



# OTHER WORK: LARGE SCALE



Top:  
Lobby Display Design / Installation, *San Diego Padres (PCL Grill in Petco Park)*

Below:  
Event Stage at Awards Event, *San Diego Hall of Champions*



# CLIENTS *(partial list)*



LAND ROVER SAN DIEGO



# TESTIMONIALS

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"Working with Mark is not only a pleasure, but effortless and productive. Mark immediately grasped our needs and created a campaign that proved to be one the most effective we have run in several years. The resulting 15% increase in our attendance was beyond our expectations. I highly recommend Mrowka and their work."

**KEVIN LEAP**

Executive Director, San Diego International Auto Show



"It's rare to find a team that understands when a project is personal. Mrowka—with patience, passion and perspective—is willing to explore that meaning and translate a vision and a 'feeling' into a remarkable work of art."

**JANE MITCHELL**

Broadcast Journalist/Author



"Working with Mrowka proved to be an energizing experience. They were on-point, on-time and on-budget. I'd recommend them to any organization seeking to ramp up their existing marketing communications or are in need of a new direction."

**DARREN PUDGIL**

Former Director of Communications for San Diego Mayor Jerry Sanders



"We've partnered with them for several years and I'm extremely pleased with the design solutions, service and personal attention they provide us. Our needs and goals are always met! The focus and care they have brought to our global product brands validated our decision to team with Mrowka Design."

**LAUREN WILLIAMS**

Sales & Marketing Director, Desert King International



"Mrowka was able to guide the process from a rough idea in my head to a spectacular finished product. I look forward to collaborating with them again in the future."

**DR. DAVID KNUFF**

Marketing Professor, Washington State University



"I have had the privilege of working with Mrowka Design for eight years (and counting). The scope of projects was constantly evolving, and their creativity, enthusiasm and professionalism always shined through. They brought dynamic skill sets and consistent ability to execute our organization's vision. I have and will continue to hire Mrowka for future work moving forward."

**ANGELA LACHICA**

Former Vice President, San Diego Hall of Champions



"No matter what the task, Mrowka always met and exceeded our expectations. And they did it with a receptive and professional demeanor and always beat our project deadlines."

**DREW MOSER**

Executive Director, San Diego Sports Association

# CONTACT

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**MARK MROWKA** *Owner & Art Director*

619.890.6632

mark@mrowkadesign.com

