

Mark Belan

• CURRICULUM VITAE •

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Education

Master of Science in Biomedical Communications | University of Toronto Conferred November 2017

Master's Research Project: Implementation of a 2-D Patient Education Animation to Inspire Medication Adherence in Renal Transplant Candidates

Master of Science in Geochemistry & Astrobiology | McMaster University Conferred November 2015

Master's Dissertation: Spatial Distribution and Preservation of Carbon Isotope Biosignatures in Freshwater Microbialites

Bachelor of Arts & Science with Combined Honours in Biology | McMaster University Conferred June 2013

Undergraduate Thesis: Exploring the Intersections Between Art and Biology

Research

St. Joseph's Hamilton Healthcare Renal Transplant Program Sept. 2016 - June 2018

- development of a 2D animation program for renal transplant candidates that details the importance of medication adherence and healthcare strategies

NASA Ames Pavilion Lake Research Project Sept. 2013 - August 2015

- investigated carbon isotope biosignatures in freshwater microbialites using isotope-ratio mass spectrometry

Work Experience

Visual Scientific Communications Specialist | Visual Capitalist (Vancouver, Canada) May 2021 - present

- created infographics and supporting visual media pertaining to concepts in different scientific fields
- helped ideate concepts for visual stories, especially relating to scientific fields
- collaborated with teammates and led designers on the production of infographics and visual media
- hosted internal workshops and presentations on variety of topics ranging from process, new discoveries, best practices, and emerging trends in data visualization/scientific visual journalism
- contributed writing for articles and online journalism for scientific news stories and other science-based projects

Creative Innovation Associate | INVIVO Communications A Red Nucleus Company (Toronto, Canada) Oct. 2019 - May 2021

- assisted in the generation of digital scientific communication strategies that aligned to client needs
- supported team collaboration and coordination on the development of creative concepts and ideas to clients
- responsible for the development of creative briefs, concepts, proposals, pitch decks and pitch materials; specifically created in illustration software like Adobe Photoshop, Procreate, Adobe After Effects, etc.
- led and supported art direction by generating moodboards, style frames, colourboards, and storyboards
- served as a point of integration across production teams to support and maintain original creative visions
- researched and generated innovative ideas, concepts, and approaches for attracting new business
- assisted creative production departments with project overflow by leveraging skills in either: medical content translation, 2D animation, 3D asset production, graphic design, art direction, and/or user experience
- managed team collaboration and coordination on the development of internal R&D project initiatives

Multimedia Research Assistant | Karolinska Institutet (Stockholm, Sweden) June 2018 - April 2019

- created illustrations and videos for online e-Learning courses as part of the EIT Health CARE (Caregiving Reimagined for Europe) project, hosted on edX
- facilitated HCP meetings for medical content collection, translation, and revisions between international project collaborators
- responsible for pre-production elements: wrote treatments and scripts, created storyboards, and created visual assets (graphic design and live film) in preparation for production
- responsible for production elements: created educational course materials (videos) within Adobe Creative Suite
- managed content uploads and user experience on the edX online e-Learning platform

Patient Education Program Designer | St. Joseph's Hamilton Healthcare Program Sept. 2015 - June 2018

- created educational animations and poster materials for patient education in renal transplantation
- wrote scripts, illustrated storyboards, and designed the visual language, mood, and styles of characters, environments, and assets for an engaging visual learning experience
- fielded needs assessment from patient groups and worked with health care professionals to build key communication messages
- secured \$25 000 in national funding for continued development, hosted fundraising events for additional funding support, and showcased the project at international meetings

- Contributing Science Illustrator | Freelance** Oct. 2017 - present
- created illustrations for Scientific American: a geodynamo (Oct 2021) and an infographic on comparative genomes (Feb 2022)
 - front cover illustration for Nautilus Magazine (Issue 40) depicting vaccinations as an impediment for SARS-COV-2 mutagenicity
 - created scientific illustrations and provided visual communication insight for BASALT research publications in special edition of "Astrobiology" and the Pavilion Lake Research Project
 - created illustrations for New York Botanical Gardens (research) and the University of Toronto Lassonde Mining Institute (research)

Publications, Presentations, & Achievements

Belan, M., Brady, A., Kim, S-T., Lim, D.S.S., Slater, G. 2019. Spatial Distribution and Preservation of Carbon Isotope Biosignatures in Freshwater Microbialite Carbonate. ACS Publications. 3(3): 335-343

Kavita Puri, Mark Belan, Cathy Burger, Christine Wallace, Alison Shipley, Shelley Wall, Nick Woolridge, Darin Treleaven, Azim Gangji, Christine Ribic. The Impact of Educational Animation Modules on Patient Knowledge of Immunosuppressive Medications in Patients referred for Renal Transplant: A Pilot Study. Presented at Canadian Society of Transplantation Joint Meeting 2018, Ottawa, ON, Canada.

Belan, M.A. (2018, July). transPLANTS: Designing an Innovative Solution for Improving Kidney Transplant Patient Education. Presented at Njurforbundet Familjveck 2018, Tanum Strand, Sweden.

Belan, M.A. (2018, June). How to Use Graphics in Visual Storytelling: Techniques and Strategies for Excellent Communication. Presented at Curious Science Writers 2018, Union, NJ, USA.

Belan, M.A. (2017, December). Scientific Storytelling through Sequential Art (NASA, Science, and Comics, oh my!) Presented at New York Scientific Visualization (SciVizNYC) 2017, New York, NY.

Belan, M.A. (2015, June). Preservation and Spatial Distribution of Carbon Isotope Biosignatures in Microbialite Carbonate from Pavilion Lake, British Columbia. Presented at Astrobiology Science Conference (AbSciCon) 2015, Chicago, IL.

- T3 - Transformative Thinking in Transplantation Competition - Top 3 National Finalist** Honoured Sept. 2017
- Award of Merit - "Periodontitis" Association of Medical Illustrators** Honoured July 2017

Volunteer Service

- St. Joseph's Hamilton Healthcare Foundation Community Fundraiser** May 2018
- organizer of community fundraiser supporting research and education for renal care at St. Joseph's Hamilton Healthcare

Skills

- visual communication
- knowledge translation
- data analysis
- visual journalism
- adaptability
- problem-solving
- communication
- organization
- teamwork
- creativity

- 2D • Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- 3D • MAXON Cinema4D • Pixologic ZBrush

Language Ability: **English:** native language
Swedish: moderate (conversational, reading/writing)
Croatian: moderate (conversational)
French: moderate (reading)

Portfolio

Scientific & Biomedical Communication
www.artscistudios.com

Personal Portfolio
www.markbelan.com