

## Charles W. Clark

**Portfolio:**  
charleswclark.com

**Contact information:**  
charlieclark@gmail.com

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### Experience:

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#### Terminus Software, Inc.

**Senior Creative Designer**  
2020 - Current

**Location:**  
Atlanta, Georgia - Remote

- Developed and executed creative concepts and design strategies for integrated marketing campaigns, resulting in enhanced brand awareness, increased customer engagement, and measurable business growth.
- Ensure that assets created by the brand team are established, modified, and controlled for use both internally and externally across all media and platforms.
- Maintain consistency in the brand while also enabling departments to easily access and implement marketing and product materials.
- Collaborated closely with cross-functional teams, including marketing, product, and engineering, to ensure seamless execution of design projects, meeting aggressive timelines and expectations.
- Conducted in-depth market research and trend analysis to stay ahead of the competition, integrating cutting-edge design trends and emerging technologies into deliverables.

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#### NUVO

**Art Direction**  
**Production Manager**  
2018 - 2020

**Location:**  
Indianapolis, Indiana

- Established and maintained brand identity guidelines, ensuring consistency and cohesiveness across all marketing collateral, including digital advertising, print advertisements, print publication, and website.
- Collaborated closely with clients and internal stakeholders to identify project objectives, target audience, and key messaging, translating these insights into impactful and customized design solutions.
- Conducted regular design critiques and provided constructive feedback to team members, encouraging professional growth and fostering a collaborative and innovative work culture.
- Prepared the weekly print publication to the printer, meticulously checking for accuracy and ensuring color management.
- Managed and scheduled deployment of external photographers for assignments related to the print publication.

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### Experience:

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#### Blend Creative Team

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**Art Director**  
2015 - 2018

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**Location:**  
Indianapolis, Indiana

- Collaborated closely with clients to define project goals, target audience, and desired outcomes, creating customized and impactful designs that met their specific requirements.
- Oversaw the creation of captivating print and digital marketing materials, including websites, social media campaigns, and motion graphics.
- Conducted extensive market research and competitor analysis to identify industry trends and opportunities for design innovation, ensuring that design solutions were contemporary and aligned with client objectives.

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#### JVST/R3cess

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**Senior Interactive Designer**  
2009 - 2020

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**Location:**  
San Francisco, California

- Collaborated closely with cross-functional teams, including developers and project managers, to translate design concepts into functional prototypes and final products that exceeded user expectations.
- Conducted user research and usability testing to gather valuable feedback and iteratively improve designs, resulting in enhanced user satisfaction and engagement.
- Utilized a strong understanding of user experience (UX) and user interface (UI) design principles to create visually appealing and intuitive user interfaces that optimized usability and accessibility.
- Developed and maintained design standards, style guides, and design systems to ensure consistency and cohesiveness across multiple projects, streamlining the design process and promoting brand recognition.

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### Education:

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#### Academy of Art University

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Design and Illustration  
1999 - 2001

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**Location:**  
San Francisco, California

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#### Central Texas College

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Printing  
2001 - 2002

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**Location:**  
Killeen, Texas