

Charles W. Clark

Portfolio:
charleswclark.com

Contact information:
charlieclark@gmail.com
415-964-1452

Experience:

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 projects.
- 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.
- Mentored and trained junior designers, fostering a collaborative and growth-oriented work environment that promoted innovation and excellence.

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 brochures, advertisements, print publication, and websites.
- 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 and sent the weekly print publication to the printer, meticulously checking for accuracy and ensuring color management.
- Management, schedule and deploy external photography team for assignments related to print publication stories and live events.

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Experience:

Blend Creative Team

Art Director
2014 - 2020

Location:
Indianapolis, Indiana

- Collaborated closely with clients to define project goals, target audience, and desired outcomes, creating customized and impactful design solutions 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

Senior Interactive Designer
2009 - 2020

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.
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Education:

Academy of Art University

Design and Illustration
1998 - 2001

Location:
San Francisco, California

Central Texas College

Printing
2001 - 2002

Location:
Killeen, Texas
