
KELLY CLARK

CREATIVE DIRECTION AND DESIGN FOR WEB + PRINT . VISIT ONLINE PORTFOLIO AT WWW.BRIGHTWIRE.COM
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> OBJECTIVES

- :: To leverage my design, management and strategy expertise to create high quality and distinctive brand experiences
- :: To collaborate with a diverse team in the development of small to large scale interactive and print projects

> EXPERTISE

- :: Highly accomplished creative director, designer and information architect with 15+ years of experience
- :: Knowledgeable in branding, marketing and advertising principles
- :: Experienced with ecommerce, corporate, data-driven and promotional web sites through work with diverse client industries including technology, finance, retail, arts, education and publishing
- :: Demonstrated competence in managing, leading and collaborating with multi-faceted creative development teams in designing and implementing solutions that achieve business goals
- :: Strong account and executive management skills from client presentations to new business development and book keeping; ability to track and maintain budgets, create and enforce deadlines and timelines and manage resources
- :: Thorough understanding of all phases of print and web design development and production
- :: Well versed on both OS X and Windows; fluent in Photoshop, ImageReady, Illustrator, InDesign, Quark Xpress, Word, Powerpoint and QuickBooks; working knowledge of Flash, Dreamweaver and HTML

> EXPERIENCE

Consulting Art Director // San Francisco, CA and New York, NY // 09.04 – Current

Frog Design // Currently consulting on various web projects for Barnes and Noble and CT Corporation.

Organic // Served as a consulting art director for more than a year, leading and developing several large scale web and interactive projects for Autodesk, Symantec, Janus and Williams-Sonoma. Designed and recently launched the new Washington Mutual Bank web site and Janus.com. Created online ads for Bank of America.

Bright Wire Inc. // Owner, Creative Director // San Francisco, CA // 02.99 – 08.04

Designed and developed over 25 web sites plus interactive demos, software interfaces, rich emails and animated banners. Clients have included IDG Books, GreatSchools.net, Pennsylvania State Tourism, Planet Magazine, Symantec and WorldRes. Created and produced corporate identity and print collateral for clients such as PAR Group, Trapezo and The New Teacher Project.

Determined creative strategy for every project. Architected web sites including creating navigation, nomenclature, site maps, screen flow schematics and functionality specifications. Conducted and analyzed feedback from focus groups and user testing. Executed all front-end development and facilitated back-end implementation.

Established and ran own design studio handling daily operations such as proposal writing, new business generation, vendor interviews, partnership development, hiring and accounting. Served as account manager, leading all meetings and presentations, tracking schedules and budgets and communicating with clients. Maintained an office of three fulltime employees plus freelance designers, developers and writers.

Addis Group // Consulting Interactive Director // Berkeley, CA // 06.98 – 01.99

Art directed web efforts for Intel and Della & James (now Wedding Channel). Assembled and managed new interactive team for this well-established print and packaging design firm. Contributed to new business efforts, authored proposals, outlined processes, oversaw vendor relationships, documented standard practices and recruited employees.

Red Sky Interactive (now Agency.com) // Art Director // San Francisco, CA // 05.97 – 05.98

Created a variety of web sites, animated banners and cd-rom projects for clients such as Intel, HP, Levi Strauss and Lands' End. Collaborated with large project teams consisting of designers, information architects, animators, writers, programmers and producers. Led client design reviews and attended key project meetings and presentations.

> EXPERIENCE, CONT'D

Studio Archetype (now Sapient) // Senior Designer // San Francisco, CA // 09.96 – 04.97

Served as art director for the large scale QVC ecommerce web site. Redesigned and architected version two relaunch effort including brainstorming new functionality and features and researching technologies. Oversaw project team of programmers and production artists for redesign and weekly updates. Contributed to IBM and Studio Archetype web site projects.

Adhoc (now Proxicom) // Interactive Designer // Sausalito, CA // 06.96 – 08.96

Redesigned interface and created icons for AOL version 3.0 email and web publishing application. Developed interactive animated stories for Disney's Daily Blast.

Woods + Woods Design // Senior Designer // San Francisco, CA // 07.94 – 05.96

Produced software packaging and corporate identity for clients such as Apple, Intuit, Discovery Channel, Broderbund and Symantec. Participated in design reviews and client communications. Assisted with proposals and promotion efforts. Attended focus groups and market testing. Supervised designers and production artists. Hired and art directed illustrators and photographers.

Clark Design Group // Designer // San Francisco, CA // 11.91 – 04.94

Created a variety of corporate identity, posters, brochures, direct mail and packaging for clients such as Oracle, Stanford University, San Francisco Performances and J. Fritz Winery. Served as project lead, managing production artists, freelancers and clients. Supervised press checks and photoshoots.

DGML Advertising // Designer // Los Angeles, CA // 03.90 – 10.90

Designed ad campaigns, direct mail, annual reports, logos and print collateral for clients such as California Pacific Medical Center and Orange County School District. Developed taglines and copy.

Freelance Design and Consulting // Los Angeles & San Francisco, CA // 90 – 06

Partial client list: Frog Design, Organic Inc., The Design Group, Zimmerman Crowe Design, Landmark Education, Disney, Kingston Technology, Washam Design, Howry Design and The Just Think Foundation.

> EDUCATION

- :: Certificate courses in Integrated Marketing, University of California Berkeley Extension, 2003-
- :: Creative writing classes, University of California Berkeley Extension, 1997
- :: Web production class, interface design class, San Francisco State University, 1996
- :: BFA in graphic design with honors, minor in French, California State University Fullerton, 1985-1989

> RECOGNITION

- :: 2005 WebAward Standard of Excellence
- :: 2002 Macromedia Site of the Day
- :: 2001, 2002 Summit Creative Award
- :: 2000, 2003 How Magazine Interactive Design Annual
- :: 1999 Hospitality and Marketing Association International Awards
- :: 1997 Netscape Cool Site Award
- :: 1997 Communication Arts Magazine Design Annual
- :: 1994 How Magazine Self-Promotion Design Annual
- :: 1993, 1994 Print Magazine Regional Design Annual
- :: Work mentioned in Forbes Online, Business 2.0, San Francisco Chronicle and Digital Thread
- :: Published in Big Book of Logos and WebSights: The Future of Business and Design on the Internet

References available upon request