

Steve Clark

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## EXPERTISE

Over 15 years experience in the Design Industry – corporate marketing, brand identity, design integration throughout all media

Over 10 years experience in Flash design and animation

Over 5 years experience in UI Design and Total User Experience – design, development and implementation

## OVERVIEW

Art Direct and execute a complete brand campaign that not only creates an identity for the client, but strategically positions them into their market

My talents extend from Brand Identity, Logo and Typography, Web and UI Design, Graphic Layout, Flash, and Animation skills

Creativity and artistic talents displayed from conceptualization to implementation

Storyboard, research color theory, analyze the competition for overall sense of the look

Work with teams or independently as needed

## SKILLS

Flash, Action Script, XML, Flex, InDesign, Shockwave, Photoshop, Illustrator, Dreamweaver, GoLive, Captivate, Articulate, Cubase, SonicFoundry, Sorrenson Squeeze, AfterEffects, FreeHand, PageMaker, Director, Swift 3D, JavaScript, CSS, HTML

### Aug '06 – Nov '09: SEI Learning Solutions | FLASH/WEB/GRAPHIC ARTIST

Computer-based training and e-learning company utilizes Flash designer for interactive, web, and graphic design.

**ACHIEVEMENTS:** Long term contract with clients such as ExxonMobil due to my art direction and creation of a complete Marketing Campaign, consisting of Flash animations and advertising collateral. Clients including Sony Music benefit from my experience with both brand maintenance as well as new brand and logo creation. Increased brand awareness and strengthening business partnerships in both the Government and Private sectors.

**RESPONSIBILITIES:** Design and develop custom GUIs in order to present the client's training information, geared toward educating a target market demographic. Flash action-scripting is utilized in order to make the educational material engaging and interactive, as well as informative. Captivate and Snagit applications utilized for real-time software simulations. XML scripting is utilized in order to translate the client's educational information into the interface layouts. SonicFoundry and Cubase software applications are used for narration audio recording and track mixing. Designer's skills are also utilized internally for marketing the company via corporate website and print collateral.

### Mar '02 – Aug '06: Detto Technologies | SENIOR DESIGNER

Software Development company needs Marketing materials created by Senior Designer to promote business strategy and products.

**ACHIEVEMENTS:** Increased brand awareness in OEM partnerships such as DELL, Gateway and HP, and retail channels, translating in increased sales volume. Successful IPO within the OTCBB Stock Market.

**RESPONSIBILITIES:** Design flyers, posters, banners, and brochures to promote products, events, and corporate literature. Unique designs including logo design, branding, photo selection, print and packaging layouts designed and executed in order to launch new software products, bundles, and packages. Signage and point-of-purchase displays designed and produced in order to promote the company's market presence and awareness at conventions and public forums. Design and maintain web site and additional web pages and portals. Create custom eCommerce web channels for OEM partners and customers.

### Aug '01 – Feb '02: Coldwell Banker Bain | GRAPHIC DESIGNER

Real Estate company utilized Senior Designer for promoting services, events, and market presence.

**ACHIEVEMENTS:** Increased brand awareness of the "Exceptional Properties" and "Concierge" programs.

**RESPONSIBILITIES:** Logo design, business papers, and real estate yard sign design. Ad creation for market presence in Seattle Times and Pacific Lifestyles Magazine. Overhaul of branding and design of the "Exceptional Properties" campaign, which included new logo design, color scheme, branding, print materials and signage.

### Jan '99 – Oct '00: freeinternet.com | SENIOR DESIGNER

Free Internet service company required the Senior Designer to produce Marketing materials to promote the company and services.

**ACHIEVEMENTS:** Increased brand awareness in OEM partnerships and retail channels, which translated into increased sales volume.

**RESPONSIBILITIES:** Created ad layouts for print media to promote market presence. Designed corporate collateral package including media jacket, letterhead, envelopes, business cards, and CD-ROM foldout jackets. Designed user interface for interactive CD-ROM containing software and affiliate content. Designed and created 3D animated logos, created rich-media ad banners with Flash Shockwave. Designed online interactive content pages in HTML and JavaScript. Project managed and led in-house team of designers.

### Mar '98 – Jan '99: ImagiCorps | GRAPHIC DESIGNER

Visual merchandise company utilized Graphic Designer to create and produce print materials and retail signage for clients.

**ACHIEVEMENTS:** Increased brand awareness in OEM partnerships such as Nintendo, Starbucks, Disney and AT&T, and retail channels, translating in increased sales volume. Maintained company's high standing in the digital gaming industry and keeps company a fixture at the prestigious "e3" annual convention.

**RESPONSIBILITIES:** Designed point-of-purchase displays and in-store kiosks by sketching freehand and then building digital mockups and production specs in Photoshop and Illustrator.

### July 2000 – present: the-art-man.com | FOUNDER

My independent freelance business providing design services to a diverse clientele ranging from corporate to the artistic. Digital services range from Brand Identity, Logo Design, Website Design, Graphic Design, Multimedia and Flash. Timelines and budgets met, established repeat client relationships.

## EDUCATION

Bachelor's Degree in Design: University of Colorado, Boulder

## ONLINE PORTFOLIO

<http://www.the-art-man.com>