

Keith Clark

Art Director

I take great pride in developing innovative designs that push creative boundaries while authentically representing brand values. Throughout my career, I've consistently driven strong customer engagement by upholding the highest design standards. As a proactive self-starter and collaborative team player, I excel in managing multiple projects in fast-paced environments. With broad experience in both creative agencies and in-house teams, I am dedicated to delivering on-time results and meeting production deadlines.

Experience

Art Director | Message Envy, Scottsdale, AZ

Jun 2019 - Present

- Providing visual art direction across all advertising channels to ensure alignment with our brand strategy.
- Designing marketing materials including print, packaging, signage, social, video, digital display, web tiles and email.
- Directing photo and video shoots of models for services and products on tabletop, managing all aspects including casting, pre-production, set preparation, and product styling.
- Presenting concepts and new design opportunities to upper management, ensuring alignment with organizational goals and strategies.
- Managing a team of graphic designers, managing their responsibilities while also handling direct reporting duties.
- Collaborating closely with the creative team, copywriters, and marketing team to develop strategy planning.
- Working closely with external design agencies to ensure that co-branded marketing materials align with our brand standards and guidelines.
- Providing support by conducting interviews and assisting with the training of new hire graphic designers.

Key Achievements

- Provided art direction for a Good Morning America television sponsorship, which effectively promoted brand awareness and led to a notable increase in guest counts.
- Designed multiple skincare service launches that have significantly boosted the number of services offered and increased product sales.

Senior Graphic Designer | Message Envy, Scottsdale, AZ

Nov 2017 - June 2019

- Designed and art directed a wide range of marketing materials, including print, packaging, signage, social media graphics, videos, digital display ads, web tiles, and email templates.
- Directed photo shoots for products on tabletop and provided styling.
- Created design process guides detailing the procedures for releasing print assets to external vendors.
- Provided mentorship to designers, offering guidance on design principles and internal processes.

Key Achievements

- Designed materials for a PGA sponsorship campaign aimed at promoting brand awareness, resulting in a significant increase in services.
- Designed skin care promotion that successfully increased the amount of services and product sales.

Senior Graphic Designer | Kahala Brands - Scottsdale, AZ

Oct 2016 - Nov 2017

- Designed marketing materials including print, digital menus, packaging, signage and vehicle wraps.
- Collaborated closely with marketing managers to develop strategies and execute designs that effectively communicated the brand message and achieved marketing objectives.

Key Achievements

- I designed captivating marketing materials for multiple food vendors, effectively promoting their branding and new product launches.

Graphic Designer | Message Envy - Scottsdale, AZ

Nov 2015 - Oct 2016

- Designed and art directed marketing materials including print, packaging, signage, social, video, digital display, web tiles and email.
- Directed photo shoots for products on tabletop and provided styling.

Key Achievements

- Designed a new skincare services launch that led to a significant increase in both services and product sales.

Personal Info

Address

5433 W. Hartford Ave.
Glendale, AZ 85308 USA

Phone

810-813-2178

Email

keithclarkdesigns@gmail.com

LinkedIn Profile

www.linkedin.com

Portfolio

www.keithclarkdesigns.com

Skills

Adobe

InDesign - *Advanced*

Illustrator - *Advanced*

Photoshop - *Advanced*

Acrobat - *Advanced*

Premiere Pro - *Basic*

Microsoft

PowerPoint - *Intermediate*

Excel - *Intermediate*

Outlook - *Advanced*

Word - *Advanced*

Teams - *Advanced*

Apple

Keynote - *Intermediate*

Project Management

Wrike - *Intermediate*

Canto - *Advanced*

Automation Platform

Creatopy - *Advanced*

Collaborative

Figma - *Basic*

Interests

Music

Genre - Rock

Live Concerts

Playing Drums - 30+ years

Physical Activities

Snowboarding - 30+ years

Mountain Biking

Fitness / Cardio / Weight Lifting

Graphic Designer | PetSmart - Phoenix, AZ

Oct 2010 - Nov 2015

- Designed marketing materials including print, monthly magazine, signage, social, digital display, web tiles and email.
- Directed photo shoots for products on tabletop and provided styling.
- Provided mentorship to designers, offering guidance on design principles and internal processes.
- Collaborated with external design agencies on brand alignment for co-branded marketing materials.

Key Achievements

- Designed successful marketing materials for a co-branded partnership with National Geographic, effectively promoting increased sales and brand awareness.
- Designed a successful Halloween campaign that effectively promoted increased sales.

Art Director | Schawk - Chicago, IL

Nov 2007 - Sept 2010

- Provided visual art direction through printed advertising that closely aligned with the client's brand standards, ensuring consistency and brand coherence.
- Designed marketing materials including printed monthly circulars, direct mail and signage for Sears and DirecTV.
- Directed photo and video shoots of models for services and products on tabletop, managing all aspects including casting, pre-production, and product styling.
- Collaborated closely with our photo retouching team to ensure the delivery of high-quality images.
- Managed a team of graphic designers, managing their responsibilities while also handling direct reporting duties.

Key Achievements

- Created engaging lifestyle imagery and marketing materials that effectively promoted increased sales.

Senior Graphic Designer | Schawk - Chicago, IL

Nov 2004 - Nov 2007

- Designed marketing materials including printed monthly circulars, direct mail and signage for Sears and DirecTV.
- Collaborated with Art and Creative Directors to execute successful designs that met our objectives.
- I provided mentorship to designers, offering guidance on design principles and internal processes.

Key Achievements

- Contributed to a process improvement team that effectively boosted production levels, resulting in enhanced efficiency and output.

Graphic Designer | Michigan House of Representatives - Lansing, MI

Sept 2001 - Nov 2004

- Designed marketing materials including billboards, posters, direct mail and brochures for political campaigns.
- Collaborated with a Marketing Manager and photographer to implement successful designs.
- Collaborated with our in-house printing company to facilitate large print runs, ensuring timely and high-quality production of marketing materials.

Key Achievements

- Designed successful marketing materials that effectively contributed to increasing political awareness.

Education

Associates in Applied Arts: Graphic Design | Lansing Community College
 Sept 2001

Certifications

Influential Leadership | American Management Association

2015

Essentials of Leadership | American Management Association

2015

Navigating Beyond Conflict | American Management Association

2015

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Wrike - *Intermediate*
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