



JESS ROSE CLARK

Branding & Design Strategist | Commercial Artist & Senior Graphic Designer

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CORE COMPETENCIES

VISUAL

CORPORATE IDENTITY
BRAND DEVELOPMENT
DIGITAL CAMPAIGN
NEWSLETTER DESIGN
DIGITAL ILLUSTRATION
PACKAGE DESIGN
PATTERN DESIGN
EDITORIAL LAYOUT
ICONOGRAPHY
INFOGRAPHICS
PHOTO RETOUCHING
PHOTO SHOOT DIRECTION
GIF ANIMATION
SOCIAL BRANDING
ENVIRONMENTAL DESIGN

SOFTWARE + TECHNICAL

ADOBE CC 2019
INVISION
MICROSOFT EXCEL
SHIPSTATION

WEB TECH

CSS | HTML
WORDPRESS
WEB / LANDING PAGE DESIGN

PROTOTYPING

SKETCH
XD

PROJECT MANAGEMENT

PITCH + PRESENTATION
VENDOR AND EVENT
FESTIVAL DESIGN + COORDINATION
PRINT LIFE CYCLE
WORK DAY
WORKFRONT
WRIKE
ASANA
JIRA

MEDIA + INDUSTRIES

CPG PACKAGING
FASHION + TEXTILE
ENERGY + OIL
DESIGN
VR, AR, XR

PEOPLE

CLIENT RELATIONSHIP
PEER MENTORSHIP
STAFF ENGAGEMENT

EXPERIENCE & HIGHLIGHTS

SENIOR BRAND DESIGNER | MUTUAL MOBILE OCT 2018 - PRESENT

Lead visual creative efforts for marketing communications arm of an award-winning app development and XR agency. Ensure compelling, clear, and cohesive visual brand messaging across all digital and tangible touch-points. Cultivate and oversee partnerships with internal teams, senior leadership, clients and other stakeholders to identify brand development needs and provide senior counsel around design and visual branding best practices.

- Spearheaded rehaul of agency's brand hierarchy and visual language to deliver greater overall brand clarity and legibility of distinct service offerings, boosting company's authority status and driving adaptability and collaboration between offerings and departments.
- Engaged VP of XR and led development of interactive business card design to deliver heightened integrity of promotional collateral.
- Managed vendor relationships and oversee production for events; delivered elevated designs for company-sponsored events, including designs for high-end Lunch & Learn that received praise from VCs and drew CEOs, and Interactive/XR industry influencers.
- Advised on software maintenance and configuration, to ensure qualified leads populate into appropriate channels for Sales team.
- Restructured and rewrote outbound email campaigns, boosting open rate by 25% and click-to-open rate by 45%, increasing subscribers by 20% and generating more qualified leads than any other campaign in the prior 6 months.
- Led comprehensive content audit and content strategy to build content equity with strong technical set parameters. This initiative included development of B2B and B2C content marketing buyer personas and corresponding content templates to drive alignment and effectiveness, and creation of post-content workflow within Asana to enable standardization and accelerate turnaround time.
- Oversaw WordPress site maintenance, inclusive of style and CSS implementation, new case study designs, and ad hoc landing pages.
- Responsible for e-newsletter design, photo editing and ad hoc brand requests, including environmental design schematics and implementation, custom stationery and collateral for clients, and deck art direction.

MARKETING DESIGNER | CLEARRESULT 2017 - 2018

Researched client brand styles and communicated with Project Managers to deliver on-brand B2C design and marketing collateral for regional utility companies in North America. Delivered high volume of work for 30+ concurrent clients, including billion-dollar enterprises.

- Received high praise from client, teammates and superiors for concept and design of B2B direct mail campaign for one of the company's largest accounts completed under short four-day timeframe in collaboration with Portland-based copywriter.
- Delivered accelerated design turnaround of multidisciplinary and print-ready collateral for use by clients: microsites, landing pages, promotional emails, case studies, POP retail designs, quarterly social imagery and illustrations, and package designs for vendor promotions.
- Selected to craft and execute high-level marketing pitch with rich story arc, teaser email and event designs in an inspiring deck.

SENIOR BRAND DESIGNER, STRATEGIST | SKULL & CAKEBONES CRAFT BAKERY 2015 - 2017, 2018

Collaborated with Creative Director on comprehensive rebrand for craft bakery prior to opening brick and mortar location. Responsible for package design, retail marketing collateral, brand literature, environmental branding, event materials, graphic signage, and print ads.

- Developed new brand identity, messaging, environmental elements and package designs for Skull and Cakebones' portfolio of in-house and store-distributed food product lines; new packaging was featured in Food & Wine Magazine.
- Built brand style library with package production guide, enabling fast turnaround to vendor requests without sacrificing quality.

WEB DESIGNER | THREEDEFINED BOUTIQUE MARKETING 2013 - 2014

Full-time Visual Designer at energetic boutique agency specializing in web design, branding and marketing for small businesses. Responsibilities spanned web design, UI assets, social media marketing, annual reports, print ads, and presentations.

- Established successful client education offering including one-on-one WordPress learning sessions and web design-related guidebooks.
- Increased agency's online engagement by 50%. Cataloged monthly audience response summaries to define and implement distribution schedule for blog and social media marketing content.
- Managed relationships with contract developers to ensure clients' sites were equally grounded in form and function.



FREELANCE CREATIVE & BRAND STRATEGIST | VARIOUS CLIENTS 2008 - PRESENT

CREATIVE LEAD + BRAND DESIGNER | DESIGN RANCH 2020 2019

Selected to lead brand efforts across web, digital and events

CONTRACT DESIGNER | SOLARWINDS 2018

Supported creatives on Marketing team of IT infrastructure management software firm.

ADDITIONAL CLIENT WORK APPEARS IN PORTFOLIO: ARTPLUSMATH.COM

INTERNSHIPS

UI DESIGN INTERN | RETR.IO 2013 - 2014

- Integral member of **three-person design team** responsible for creating dashboards, web expressions, icon sets, wireframes and branded prototypes of iOS mobile apps and web pages at interactive design startup, Retr.io.
- **Ideated workflow strategies** for future interactions between design and development departments; built out digital resource library.

INTERACTIVE PUBLICATION DESIGN INTERN | SXSW 2011 - 2012

- Contributed full-time support, collaborating with corporate sponsors and internal departments to gather program copy, ads, brand images and up-to-date scheduling assets to design and publish books with literature specific to Interactive conference attendees.

EXTRACURRICULAR INITIATIVES & VOLUNTEERISM

CO-FOUNDER | CRUMMY HOUSE 2010 - 2014

- Co-founded art-centered collaborative publishing project working with independent artists, designers, photographers, and musicians worldwide; produced art, music, books and events. Work featured in numerous magazines. See [LinkedIn](#) for samples.

VOLUNTEER SUBCOMMITTEE MEMBER | WOMEN COMMUNICATORS AUSTIN

EDUCATION & PROFESSIONAL DEVELOPMENT

B.F.A, GRAPHIC DESIGN, DEAN'S LIST + GRADUATED WITH HONORS | ART INSTITUTE OF AUSTIN | 2012

ANALYSIS & REPORTING IN EXCEL FOR 2019 DESIGN | SKILLSHARE COURSEWORK

ACTIVE CAMPAIGN STUDY HALL | week-long workshop on email marketing, sales campaign automation, tracking and Salesforce integration.

AUSTIN WORDPRESS DEVELOPER MEETUP GROUP | REGULAR PARTICIPANT + CONTRIBUTING MEMBER

INDUSTRY ENGAGEMENT & PROFESSIONAL AFFILIATIONS

AIGA AUSTIN | CONTRIBUTING MEMBER

AIGA AUSTIN CHAPTER @ ART INSTITUTE AUSTIN | FOUNDER & PRESIDENT

AIGA AUSTIN DESIGN RANCH 2020 | BRAND CHAIR AND DESIGNER

IDN MAGAZINE SXSW INTERACTIVE | BRAND REPRESENTATIVE | TRADE SHOW

AUSTIN WOMEN IN TECH SUMMIT 2019, TEXAS CONFERENCE FOR WOMEN 2018, 2019 | PARTICIPANT

PRAISE (EXCERPTED FROM LINKEDIN)

"Jess is the perfect union of creative and analytical thinking, bonded together by empathy, initiative, and absolute devotion."

"Uncanny ability to translate complex ideas into multiple concepts and treatments... For Jess, art and design isn't a ... job, it is essential to her being." "[She is] always looking for new solutions and fresh ideas that can advance her knowledge to exceed her client's expectations and goals."

"She also stitches herself into the cultural fabric of the companies who have been fortunate enough to have her as their brand champion."