



# JESS ROSE CLARK

Creative Director | Commercial Artist & 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

MIRO  
WORK DAY  
WORKFRONT  
WRIKE  
ASANA  
JIRA

### MEDIA + INDUSTRIES

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

### PEOPLE

CLIENT RELATIONSHIP  
COACHING + MENTORSHIP  
STAFF ENGAGEMENT

## PROFESSIONAL EXPERIENCE

### CREATIVE DIRECTOR | VERB JAN 2020 - PRESENT

I build strategically sound, visually intriguing brand experiences by synthesizing and clarifying Verb's persona. To do this, I've fostered company-wide brand ownership and championship and a brand that blends the emotional connection to "why" with practical business goals.

#### Process + Resource:

**Equipped every level of our organization with scalable tools & systems and training on best practices.**

- Devised and implemented Jira design request & execution process.
- Outlined, built, and trained on new DAM system.
- Created project management workflow templates for blended Design and Dev teams.
- Developed master templates for email, decks, whitepapers and other marketing materials, complete with step-by-step interactive documentation and Confluence.

#### Creative Culture & Leadership:

**Lead cross-functional discovery research on brand projects, goals and evolution:**

- Led an interactive web session on a global brand audit of our product UX and marketing vehicles, including opportunities for added value.
- Leveraged participant voting and discussion to plan 2020's Brand Implementation Roadmap.

#### DEI Design:

- Conducted company-wide Design Pin-Up focused on the visual language of DEI, ensuring that customers and prospects see themselves in content that reflects society
- Audited and evaluated past Verb collection graphics, conducted feedback and brainstorming sessions.
- Defined future principles for inclusive design.

#### Brand Empowerment Projects:

**Foundational and thorough brand empowerment that acts in the company's best interest is the heart and soul of my work.**

#### Verb's 2021 Brand Roadmap:

- Conducted 4-month- of qualitative research interviewing employees, external stakeholders, and consumers.
- Synthesized discoveries to define brand persona.
- Developed a refreshed, thorough set of brand standards reinforcing Verb's unique mission and value, complete with visual and verbal playbooks demonstrating practical application of the brand persona.
- Designed and delivered audience-specific presentations on bringing our brand persona and values to life (employees, customers, prospects, learners, and investors.)

### SENIOR BRAND DESIGNER | MUTUAL MOBILE OCT 2018 - JAN 2020

I led visual creative efforts for the marketing communications arm of an award-winning app development and XR agency. I cultivated and oversaw cross-functional 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 overhaul of agency's brand hierarchy and visual language** to deliver greater overall brand clarity and legibility of distinct service offerings, boosting company's authority 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.
- Owned vendor relationship management and oversaw 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 the Sales team.
- Restructured, designed, and rewrote outbound email campaigns, **boosting open rate by 25%, click-to-open rate by 45%, and saw conversion go up by 20%. Generated 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 as well as 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, collateral for clients, and deck art direction.

### MARKETING DESIGNER | CLEARRESULT 2017 - 2018

I 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. I delivered a high volume of work for 30+ concurrent clients, including billion-dollar enterprises.

- Developed **concept and design of B2C direct mail campaign** for one of the company's largest accounts, in collaboration with a remote copywriter, under a tight, 4-day timeline.
- 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, impactful deck.

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

I completed a comprehensive rebrand for a craft bakery prior to its brick and mortar opening. I was 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.



**FREELANCE CREATIVE & BRAND STRATEGIST | VARIOUS CLIENTS 2008 - PRESENT**

**CREATIVE LEAD + BRAND DESIGNER | DESIGN RANCH 2021 2019-2021**

Selected to design and lead brand efforts across web, digital and environmental design for events

**CONTRACT DESIGNER | SOLARWINDS 2018**

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

**ADDITIONAL CLIENT WORK APPEARS IN PORTFOLIO: [ARTPLUSMATH.COM](http://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.
- **Ideate 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**

**BACHELOR OF FINE ARTS, 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 2021 |** 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)**

*"Without you we'd be lost! Your visionary thinking and commitment to quality are inspiring – not to mention your skill at being the „glue“ for building culture across teams. ”*

*"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."*