

# NICK CLARK

resume

8377 South 1370 East :: Sandy, UT 84093

801.867.4443 :: nick@nickclarkdesigns.com

## EXPERIENCE

### Creative Director: Chums & Beyond Coastal

2011-present

At Chums and Beyond Coastal, I am charged with determining the best way to visually represent our brands' identities in every arena. I push the communication design, interactive design, and concept forward in all work requested by the Marketing, Sales, Product Development and Customer Service departments. I facilitate decisions in a deadline-driven environment in the most efficient way possible and coordinate the Marketing team's projects in an accurate conceptual direction. I am constantly involving the Marketing team in constant creative/brainstorming efforts to further the brands while fostering a creative environment. Ultimately, I am responsible for the quality of all creative work.

- brand identity
- marketing materials
- digital photography
- product photography
- catalog development
- website content
- website maintenance
- e-newsletter
- social media
- copy writing
- digital sales
- product packaging
- product aesthetics
- printed sales collateral
- tradeshow planning
- booth concepts
- booth aesthetics
- booth construction

### Assistant Production Manager: Salt Lake City Weekly

2006-2011

At City Weekly, I helped manage a Production team in a very fast-paced environment with daily and weekly deadlines. Tasks included a vast array of print media including banners, advertisements, stickers & apparel created using the Adobe Creative Suite. Web tasks included uploading each week's editorial content to CityWeekly.net via an in-house content management system, online advertisements and various website maintenance. I was also the lead designer working with a third-party CMS to develop the new CityWeekly.net. As Assistant Production Manager, I acted as the liaison between the Production & Sales departments. I also functioned as the "Help Desk" for all things related to the website—both on the front and back ends.

- newspaper layout
- website maintenance
- website development
- e-newsletter
- marketing materials
- photo treatments
- editorial flow
- copy writing
- press production

### Various Freelance & Consulting Work: Nick Clark Designs

2006-present

I have worked with a wide range of clients to provide them with website design & maintenance, branding, print media & packaging. My freelance clients span many different kinds of business but focus on the outdoor industry and education. I have also given workshops on how to improve website performance and search engine optimization (SEO). I have also provided private website training to teach clients internet basics and how to update their own websites.

- website development
- website maintenance
- brand identity
- catalogs
- office materials
- print materials
- marketing materials

### Juan Diego Catholic High School: Marketing - Graphic Designer

2004-2007

Along with various Development duties, my graphic work consisted of website management & creation for six of their websites including JDCHS.org. I also served as the newsletter editor and created many different types of print collateral.

- website development
- website maintenance
- brand identity
- print materials
- marketing materials
- office collateral

## EDUCATION

### University of Utah

Graduated in spring of 2004 with a BFA Degree with Graphic Design emphasis

## COMPUTER SKILLS

I am proficient the Adobe Creative Suite on the Mac platform. I have created and updated websites using a variety of techniques and content management systems. Through my variety of clients, I have also become proficient in other online tools.

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Acrobat Pro
- Adobe Dreamweaver
- HTML/CSS/PHP
- Microsoft Office
- WordPress
- Mail Chimp
- Google Analytics
- Google AdWords