

K E R R Y C L A R K



“ I just wanted to let you know that the brochure...has been receiving fantastic reviews –thank you for your excellent work on this. My Maryland Department of Agriculture contact likes it so much that he wants to develop a version 2.0...”

Thanks.

—Dr. Brian Needelman,
Associate Professor,
Environmental Science & Technology

“ The newsletter is great...”

—Terry Flannery,
Former Assistant VP for University Marketing and Communications

“ The Maryland 4-H program would again like to thank you for the wonderful work you did on the 4-H promotional design and flyers.

Again thank you for the outstanding work you do...”

—Denise Frebertshauer,
Senior Agent & Extension Specialist, 4-H Youth Development

Professional Profile

As a graphic designer I believe my primary role is to help organizations look more professional—especially in comparison to their peers—and achieve their objectives. I have a working knowledge of graphic arts principles, various design software, typography, and strong layout skills.

- **Award-winning graphic design**—extensive experience with print, publication layout, exhibit display, web, video, brand development, and various business collateral, working primarily in non-profit education and agricultural markets. Also extensive freelance design experience with various for- and non-profit businesses.
- **Visual problem-solving**—have taken a variety of assignments (such as print and web, and interactive and movies) from ideas to successful products. Known as a responsive, professional, and effective visual thinker.
- **Strong communication**—wrote published articles in the University of Maryland’s College of Agriculture and Natural Resources alumni magazine *Momentum*, *Strategy* newsletter for youth ministers, and *Power for Today* mini-booklet.

Awards & Recognitions

National Association of Extension 4-H Agents’ National Winner for a Promotional Package—Team, 2008

American Graphic Design Award for Logo Design, 2004

Forestry Communications Award for Best Forestry Publication, 2000

Apex Award for Publication Excellence, 1993

Software & Hardware Skills

Adobe Photoshop

InDesign

Flash

Acrobat

Dreamweaver

Maxon Cinema 4D

Final Cut Pro

After Effects

MS Word &

PowerPoint

XHTML

CSS

Mac & PC

XH-A1 Canon HD

Video Camera

Career History

University of Maryland College of Agriculture and Natural Resources— College Park, MD, March 1998–April 2010

Senior Graphic Designer, Interactive and Visual Design.

When I became part of this team of designers, editors, and writers, it afforded me a wonderful opportunity for learning and growth. Not only did we get to work with such a variety of projects, each client came with unique and varied communication problems. This required a keen listening ear and understanding, which I was successfully able to accomplish. Clients have even stated such things as, “[Kerry’s] contributions were tremendous. We now have a professional website, partners’ package, flyer, logos, and many more products resulting out of this wonderful collaboration.”

- Successfully designed a **various array** of print and electronic media (such as books, pamphlets, flyers, large format displays, CD packaging, interface and web design) **on-schedule and well-executed**.
- Acted as project manager for each design request, working closely with each client to ensure their success from concept to final product.
- Implemented the use of a design brief, which had never before been done, to help keep projects on-target with their intended purpose and timeline.



K E R R Y C L A R K

“ I want to thank you for your support, responsiveness and talent that you have put into the logo... You have been great with getting me to focus on our theme and look.

A heartfelt thanks!”

—Daniel W. Ramia,
Assistant Dean
for Finance &
Management

“ Kerry...met with us, shared ideas, and created a top notch display, power point presentation, and handout, with minimal guidance from us. And [he] did this in a tight time frame.”

—Thomas H. Miller,
Regional Extension
Director, East Region

“ Thank you for your great work! The logos are beautifully done. I'm inspired—thank you so much!

—Mary Concannon,
M.A., Agent, Family &
Consumer Sciences

American Vocational Association (aka Association for Career and Technical Education)—Alexandria, VA. 1986-1998

Design Manager. (May 1990–March 1998)

Design Assistant. (June 1986–May 1990)

Initially hired as an graphic design assistant, I had particular success redesigning their national association magazine and managing the workflow of various departments. After the second design manager left, I was promoted to manager of the two-person department, and successfully ran it for eight years. In that time I developed a system that allowed me to keep a high design standard while handling over 350 unique jobs per year.

- Supervised **award-winning** two-person design department and worked with all other departments within the organization to implement communication and marketing goals.
- Often hired and managed freelance designers, illustrators, and photographers to ensure that the large workload and magazine were completed **on time**, and stayed **within budget**.
- Successfully redesigned their magazine to rave reviews by members.

The Hill Rag Newspaper—Washington D.C.

Graphic Artist. November 1985–June 1986.

Laying out a weekly publication meant that design work had to be produced in a very short timeframe. Not only was I **successful and efficient** in doing this every week, I also laid out and designed any new advertising that came in.

- Regularly laid out weekly publication within two days.
- Took loose sketches by ad reps and quickly turned around finished ads for advertiser approval.

Freelance Work. May 1985–present.

Gannett Publications • Labat-Anderson, Inc. • Howard University • Sandy Cogan Communications • Columbia Church of Christ • St. Christopher's Episcopal Church • Minority Women in Business Magazine • Save Our Sisters in Rochester NY • Arlington (Virginia) Church of Christ • Vita Domas Consultants • Health Advance • USDA • Howard Community College

Education

- BFA (cum laude), Graphic Design, Howard University. May 1985.
- Received additional training in web design, database design, business marketing, brand management, and public speaking.

Professional Affiliations

- Member University and College Designers Association
- Former member Association for Communication Excellence (ACE)