

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, POP 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**—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 abilities**—authored 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. Also my design blog was named as one of 50 excellent graphic design blogs.

Awards & Recognitions

- American Graphic Design Award for Logo Design, 2013
- American InHouse Design Award for Brochure Design, 2013
- Included in David E. Carter Logo 2.0 Book, 2012
- American Web Design Award, 2011
- 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	Acrobat	MS Word	CSS
InDesign	Dreamweaver	MS PowerPoint	Mac & PC
Illustrator	Final Cut Pro	Camtasia	
Flash	Adobe Premiere	XHTML	

Career History

Freelance Work (listed from most recent to past). 1995–present

- Clark Occupational Medicine Services
- The Easy Place LLC
- University of Maryland Extension
- Howard Community College
- Vita Domas Consultants
- Arlington (Virginia) Church of Christ
- Health Advance
- Save Our Sisters in Rochester NY
- Columbia Church of Christ
- USDA
- Minority Women in Business Magazine
- Sandy Cogan Communications
- Labat-Anderson
- Laurel Church of Christ



“ 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

GED Testing Service, Pearson VUE—Washington D.C., July 2011–Present

Graphic Designer

- Created video animation (storyboard, illustration, and production) that received great reviews from adult educators and GED Testing Service leaders
- Prepared various marketing material from flyers to email newsletters with substantial open and follow-through rates
- Provided interface design assistance from wireframing to graphics for a new portal web design and the main organizational website
- Designed successful company brochure that is getting wide usage and interest

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

Senior Graphic Designer, Interactive and Visual Design

- Successfully designed 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.
- Redesigned website, **increasing effectiveness by 34%**. Worked on content management system to update website and produce email newsletters.
- Implemented the use of a design brief, which hadn't been done before, to help keep projects on-target with their intended purpose and timeline.

Association for Career and Technical Education (formerly American Vocational Association)—Alexandria, VA, May 1990–March 1998

Design Manager

- Supervised **award-winning** two-person design department and coordinated with various internal departments 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.

Association for Career and Technical Education (formerly American Vocational Association)—Alexandria, VA, June 1986–May 1990

Design Assistant

- Assisted Design Manager in various design tasks
- Successfully redesigned flagship trade magazine to rave reviews by members.

Education

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