

KERRY CLARK



“ [Kerry] is talented and thoughtful in his work, always striving to deliver exquisite materials, no matter how many revisions it takes! Through it all he keeps his quiet, yet witty sense of humor intact.”

—Cassandra Brown Nickels, Former Director of Marketing, Pearson’s GED Testing Service

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 video) 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 once named one of 50 excellent graphic design blogs.

“ The newsletter is great...”

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

Software/Application Skills

Adobe Photoshop	Adobe Premiere	Adobe XD
InDesign	After Effects	MailChimp
Illustrator	MS Word	Constant Contact
Acrobat (interactive)	MS PowerPoint	SendGrid
Dreamweaver	Camtasia	Wordpress CMS
Final Cut Pro	HTML, CSS	JIRA

“ Kerry is a gifted designer and delivers high quality, consistently. He is a consummate professional and works well within a team environment.”

—Valorie McAlpin, Ed.D., former Associate Dean for the College of Agriculture, University of Maryland

Awards & Recognitions

- Best Twitter Feed - Winner (International), Aug 2016
- 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

Education

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

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“Kerry is a quality graphic designer and an outstanding person. I was involved in hiring Kerry to work at the University of Maryland Cooperative Extension. I was impressed from the beginning with his work ethic and his talent.”

—James Wade,
Associate Director,
Maryland Cooperative
Extension, University
of Maryland

“Kerry is a talented, creative graphic designer with superb professionalism and team player spirit. He knows his craft.”

—Sandra (Colvin)
Dennis, formerly Asst.
Advertising & Trade
Show Manager,
Association of Career
and Technical Education

Career History

GED Testing Service, Pearson VUE—Washington D.C., Jan 2017 – Present

Senior Graphic Designer

- Helped develop and design an email newsletter for our adult education market, which I now maintain and keep on a production schedule. This has assisted us in developing better rapport and support with the adult education community.
- Design a variety of event-based trigger emails and marketing emails
- Assisted in our major web redesign and corresponding brand updates which have resulted in **higher account completion rates** and product purchases
- Helped develop and design display graphics, print collateral, and advertising for our annual conference which has **grown from 50 participants to over 500**.

GED Testing Service, Pearson VUE—Washington D.C., July 2011–Jan 2017

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.