Bob Clark

Graphic Designer & Photographer

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Professional Summary

Experienced graphic designer and photographer with over a decade of expertise in digital and print design. I care about creating visually clean and compelling content that strengthens brand identity, enhances engagement, and drives results. Currently seeking a leadership role to apply creative skills while contributing to organizational success.

Relevant Experience

DOWL - Graphic Designer & Photographer - May 2022 - December 2024 - Portland, OR
- Produced high-quality graphics, presentations, and videos for multi-million dollar construction project proposals, enhancing proposal success rates
- Created Adobe asset libraries and design templates for social media, proposals, and internal trainings, improving team efficiency and brand cohesion
- Implemented project management tools and company-wide file management software, streamlining project workflows and reducing file retrieval time

MTI - Graphic Designer & Photographer - November 2021 - March 2022 - Hillsboro, OR
- Generated marketing assets, product brochures, and event booth designs with 3D mockups, boosting brand visibility and engagement
- Designed and updated new page templates for the company website, improving user experience and site functionality
- Shot in-studio product photography and video, producing high-quality visuals for print and web materials

Washington County - Graphic Designer - May 2020 - November 2021 - Hillsboro, OR
- Designed layout and front-end development of the award-winning 2021 Annual Report website for the Land Use and Transportation department
- Edited and managed website graphics and copy, ensuring brand consistency and visual appeal
- Created infographics, logos, print and web materials, and social media graphics, increasing user engagement

Nakawe Project - Design Lead - February 2016 - May 2021 - Volunteer
- Developed brand guidelines for new project campaigns, enhancing brand consistency and recognition
- Built a landing page, website, and graphics for social channels for the Restore Point Reyes campaign, resulting in increased engagement for online petition
- Produced collateral and social media graphics for conservation, education, and fundraising projects, boosting campaign visibility on social media channels

Adpearance - Digital Designer - October 2018 - January 2020 - Portland, OR
- Maintained and updated websites using proprietary CMS platform built on Foundation framework
- Developed and prepared creative marketing content for client-facing presentations and emails, amplifying engagement and brand visibility
- Analyzed client sites for ADA inclusion compliance, implementing changes that improved scores to 90-99, ensuring accessibility for all users

Cree - Web Designer - March 2018 - September 2018 - Durham, NC
- Produced assets and layouts that enhanced performance on corporate production websites, improving user engagement
- Coded responsive email templates, increasing sales through effective calls to action
- Conducted front-end development and QA testing for e-commerce websites, ensuring high-quality user experience

iCiDIGITAL - Graphic Designer & Marketing Coordinator - July 2017 - March 2018 - Raleigh, NC
- Revamped existing and designed new collateral for white papers, sales presentations, events, blogs, and social media
- Managed corporate Twitter account and LinkedIn ad campaigns, expanding audiences and boosting engagement
- Conducted in-house photography and video editing to enhance visual content quality and consistency throughout the brand

Boats Group - Graphic Designer II - April 2015 - July 2017 - Norfolk, VA
- Re-branded boats.com, with new logo variations, color swatches, and typeface updates, resulting in increased brand recognition
- Revitalized Dominion Marine Media and boats.com brand guidelines, ensuring consistency and improving cohesion across platforms
- Produced B2B and customer-facing collateral and email marketing content showcasing luxury boating brands, boosting customer engagement and sales

Education

ECPI University - April 2009 - May 2012 - Virginia Beach, VA
Bachelor of Science: Computer & Information Sciences - **Concentration:** Web Development and Graphic Design

Expertise

Adobe Creative Suite, Figma, Powerpoint, Trello, Microsoft Planner, Web Development, Graphic Design, Photography, Photo Editing, Video Editing, Composition, Branding, Social Media Platforms, White Papers, Print Design, Asset Library Management, Organization, Efficiency, Creative Skills