

Bob Clark - Graphic Designer & Photographer

Portland, OR - 252-333-0302 - info@bclark.design - bclark.design - bclark.photo - LinkedIn

Professional Summary

I am an experienced Graphic Designer with over a decade of expertise in digital and print design, advertising, photography, and video, transforming complex ideas into clear, strategic, and visually compelling materials. A proven master of Adobe Creative Suite (InDesign, Illustrator, Photoshop) and proficient in presentation storytelling, consistently delivering high-impact sales and retention assets that enhance brand identity and drive engagement. Committed to collaborative design solutions and high-quality work, ensuring projects meet tight deadlines and production schedules in fast-paced environments, with a strong understanding of brand standards and best practices.

Relevant Experience

Freelance Production Designer & Photographer | Nonprofit, Financial, B2B | January 2025 - Present | Portland, OR

- Delivered creative strategy and high-impact visual execution for non-profits, brands, and service providers, producing visuals for social ads, landing pages, and pitch decks, directly supporting business development efforts.
- Scaled content production for multiple clients using collaborative tools (Trello, Figma, Adobe Creative Cloud), maintaining delivery pace and visual consistency across diverse projects.
- Built and maintained efficient creative pipelines, optimizing content based on real-time results and client objectives.

DOWL | Graphic Designer & Photographer | Civil Engineering | May 2022 - December 2024 | Portland, OR

- Crafted high-impact graphics and motion content for multi-million dollar proposals and campaigns, boosting win rates and aligning with brand goals in competitive bids.
- Led creative operations across proposal teams, collaborating with cross-functional stakeholders to ensure visual design aligned with strategic goals and met tight deadlines while upholding brand quality and messaging standards.
- Developed scalable asset libraries, templates, and enterprise-wide project file systems, streamlining content production, enabling rapid iteration across campaigns, and increasing asset retrieval speed by 60%.

MTI | Graphic Designer & Photographer | B2B Marketing | November 2021 - March 2022 | Hillsboro, OR

- Delivered static and video creative assets across web and print formats for product launches and events, optimizing brand presence and messaging, and supporting business development.
- Composed photography and video content tailored for digital marketing use, including promotional and instructional content.
- Partnered with marketing to prototype new UX patterns and creative approaches, refining campaigns and web experience based on engagement metrics.

Washington County | Graphic Designer | Local Government Communications | May 2020 - November 2021 | Hillsboro, OR

- Designed and developed the 2021 Annual Report website for the Land Use and Transportation Department, integrating front-end development and responsive design, transforming complex data into engaging visual narratives.
- Created infographics, branding assets, and print/digital materials, driving stakeholder engagement and maintaining message consistency across public information initiatives.
- Managed visual content updates across department websites and social platforms, ensuring accuracy and adherence to brand guidelines.

Adpearance | Digital Designer | B2B Web Services | October 2018 - January 2020 | Portland, OR

- Designed and maintained client websites, ensuring accessibility and mobile responsiveness while creating marketing visuals that increased engagement and maintained brand alignment.
- Conducted ADA compliance audits and implemented updates, improving accessibility scores and usability.

Cree | Web Designer | B2B E-Commerce | March 2018 - September 2018 | Durham, NC

- Developed high-impact and engaging marketing collateral and content for the company's websites.
- Performed QA testing and ADA compliance improvements to a large-scale e-commerce CMS platform.

iCiDIGITAL | Graphic Designer & Marketing Coordinator | B2B Web Services | July 2017 - March 2018 | Raleigh, NC

- Developed marketing collateral, including white papers, presentation decks, and event materials.
- Managed LinkedIn and Twitter content, increasing digital engagement by 40%.
- Produced branded photography and edited in-house video content to support company-wide marketing goals.

Boats Group | Graphic Designer II | B2B E-Commerce | April 2015 - July 2017 | Norfolk, VA

- Led visual rebranding for boats.com and affiliated properties across multiple languages and brands, establishing updated brand guidelines and scalable asset systems for consistency across campaigns.
- Designed a wide range of marketing assets and email campaigns targeting B2B and luxury consumers.

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Education

ECPI University | April 2009 - May 2012 | Virginia Beach, VA

Bachelor of Science: Computer & Information Sciences - Concentration: Web Development & Graphic Design

Expertise

Adobe Creative Suite, Figma, PowerPoint, Trello, MS Planner, Creative Production, Project Management, Performance Marketing Assets, Static & Motion Design, Photography & Video, Branding, Asset Library Management, Ad Campaign Management

Awards

2021 3MCA Savvy Award | Graphic Design - Publications (81,000 and Up)

For publications for Washington County's Land Use and Transportation Department.

2021 3CMA Savvy Award - Digital Interactive - Electronic Reports

For front-end development and design of the department's first Annual Report website.

Volunteer

The Nakawe Project | Art Director & Designer | Feb 2016 - July 2021 | Global

At Nakawe Project, I contributed as an Art Director, focusing on brand development, digital engagement, and managing other volunteer designers. I crafted comprehensive brand guidelines and designed landing pages that elevated the online presence of conservation campaigns. My efforts in creating social media graphics enhanced visibility for various conservation initiatives, leading to increased community engagement and support.

One Tail At A Time | Photographer and Graphic Designer | April 2023 - Current | Portland, OR

I initially started with the dog rescue non-profit here in Portland, One Tail At A Time, as a foster. After only 4 days with my first foster, I submitted my adoption paperwork. I still wanted to help the organization, so I offered my photography skills and have been shooting photos at many of their adoption, fundraising, and other events for the group.

PAW Team | Photographer | April 2023 - Current | Portland, OR

Portland Animal Welfare (PAW) Team is an organization in Portland, OR that offers free veterinary services and supplies, such as food, collars/leashes, toys, and anything that is needed for houseless and low-income community members in the Portland area. I have taken photos for the group at their fundraising and clinic events.