JOECLARK
/* WEB DEVELOPER & GRAPHIC DESIGNER */

JOE CLARK // JOECLARK.ME
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SUMMARY

Creative designer that utilizes a unique, innovative approach to design successful, modern branding and multimedia projects for digital, print and web mediums. Successfully develop cutting edge websites and designs eye-catching graphics and branding materials for small businesses to fortune 500 companies. Expert in Windows and Linux server setup and managing multiple content management systems.

SKILLS

●●○ HTML5	●○○ jQuery
●●● CSS3	●●● Mobile Design
●●○ PHP	●●● Animation
●○○ Javascript	●●○ Server Admin
●●● Video Editing	●●○ Web App Dev.
●●● Email Design	●●○ UI/UX Design
●●● Advertising	●●● Logo Design
●●● Rich Ads	●●● Brand Identity
●○○ MySQL	●●● Page Layout
●●◐ SEO/SEM	●●● Instructional Design
●●● Typography	●●● Time Mgmt.

TOOLS

●●● Illustrator	●●◐ Audition
●●● Photoshop	●●● Captivate
●●● InDesign	●●○ AdWords
●●● Dreamweaver	●●● Word
●●● Flash/Animate	●●● PowerPoint
●●● Premiere	●●○ InVision
●●○ After Effects	●●● Excel
●●○ Apache	●●○ Access
●●○ Linux	●●● WordPress
●●● OSx 10+	●●● ExpressionEngine
●●● Windows XP+	●●● Storyline 3

EDUCATION

Computer Information Systems
Associate of Science Degree | 2002
Delgado Community College | New Orleans, LA

EXPERIENCE

Freelance Designer & Developer
Self // Feb '01 - Present // New Orleans Area

Develop custom WordPress sites, HTML5 sites, and custom graphics. Design Multimedia motion graphics, videos, posters, logos, signage, and many other media for multiple industries. Meet and communicate with clients in person, via phone or online to discuss the project. Consult clients on the best strategies to use for their particular products and desired audiences. Create unique messaging for branding/re-branding projects. Review all projects to ensure the end product is error-free. Use A/B testing on designs, ads and websites for best lead generation for each client.

Web Dev. & Graphic Designer
YeeHaw Media // Aug '17 - Aug '19 // Remote

Created custom marketing materials for franchise companies, local shops and individuals. Developed the testing platform and process to create mock-ups and test designs before moving forward in design or development stage. Create user personas to test different industries and show the team how each company or industry had it's own target audience. Before they would create same site for every type of company. Developed landing pages and designed email newsletters for each client to use for marketing. Developed principles and process to follow when starting every new clients project.

Senior Web Developer
Tech Advocate Group // Jul '16 - Jul '17 // Remote

Developed custom WordPress sites, customized existing themes, and developed custom HubSpot COS templates. Designed graphics for print and digital. Handled server setup and administration for all client and agency websites. Created optimized landing pages for AdWords campaigns and lead generation. Developed A/B testing strategies on landing pages and ads to analyze results on best lead generation performance. Customized the WooCommerce plugin to fit certain project scopes for multiple industries. Created and edited video and audio files for multimedia projects. Developed custom database applications using WordPress, Bolt CMS and plain PHP.

Senior Web & Graphic Designer
TraceSecurity // Jan '15 - Jul '16 // Remote

Successfully created web/print designs, including custom ExpressionEngine sites & infographics for print & digital. Designed front-end & branding for web-based applications. Managed the CMS & developed an intranet portal for internal departments to communicate among the entire company & access media & other important resources in a secure, searchable server. Designed & developed an email signature generator to keep all branding consistent across all email platforms for desktop & web.

Creative Multimedia Director
NOLA.com & ACS // Apr '11 - Jan '15 // New Orleans

Designed multimedia and static ads for the #1 news site in Louisiana. Worked closely with sales reps to create ads that fit clients' needs and branding. Developed dynamic multimedia eLearning tools to test, teach and keep sales agents up-to-date with the newest products & trends. Developed special projects, from web apps to print guides for a popular music festival. Designed Flash ads, animations, videos, and website projects, including Email newsletters & landing pages for ads. Developed a custom map web app & rich media ads for iPad app. Managed a team of 3 designers, which covered print &digital jobs. Developed a job queue system to manage my design staff's workload. Designed and developed a custom app for sending files internally, which minimized time sending files, cut costs by 35%, and created more time to work on design projects.

Webmaster
Delgado Community College // Oct '02 - Mar '11 // New Orleans

Successfully managed all aspects of College website development from sketching concepts to launching live. Handled entire re-design of dcc.edu. Managed the CMS and designed branding elements for print & the web, including College newsletters. Developed custom templates for the CMS to utilize the best SEO strategies. Created custom email templates for each department, including the Chancellor's office. Worked closely with each department to develop a content strategy, content structure and layout to meet departmental website's requirements. Developed demos, tests and eLearning solutions for faculty on-boarding, HR requirements, and other tests for students, faculty & staff.