JOE CLARK

SENIOR GRAPHIC DESIGNER

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PROFESSIONAL SUMMARY

Detail-oriented Senior Graphic Designer with 20+ years of experience developing compelling visual and digital content that supports brand identity, hospitality experiences, and business communication goals. Proven track record overseeing creative projects from concept through final production across print, digital, web, and live-event platforms. Skilled at collaborating with cross-functional teams and stakeholders to deliver high-impact marketing materials, signage, motion graphics, and user-centered digital experiences that engage audiences while maintaining strict brand consistency.

CORE SKILLS & TECHNOLOGIES

Graphic & Brand Design: Brand Identity, Brand Guidelines, Logo Design, Visual Content Creation, Typography, Page Layout, Print Production, Signage & Environmental Graphics, Packaging, Color Theory, Infographics

Digital & UX Design: Digital Content Management, UI/UX Design, Website & Landing Page Design, Mobile & Responsive Design, Email Newsletter Design, Rich Media Ads, Motion Graphics, Video Editing, User Experience Optimization, Web Accessibility

Project & Collaboration: End-to-End Project Management, Cross-Functional Collaboration, Stakeholder Consultation, Creative Direction, A/B Testing, Campaign Strategy, Quality Assurance

Creative & Productivity Software: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Acrobat, XD, Lightroom, Animate, Audition, Dimension), Figma, Sketch, Microsoft Office (Word, PowerPoint, Excel), WordPress, HTML5, CSS3, Adobe Firefly, Midjourney

PROFESSIONAL EXPERIENCE

Freelance Senior Graphic Designer & Web Developer | Self-Employed Feb 2001 - Present | New Orleans Area (Remote)

- Manage end-to-end creative projects from initial consultation through final delivery, supporting a portfolio of up to 72 active clients across hospitality, entertainment, and commercial sectors.
- Develop cohesive brand identities, brand guidelines, logos, print collateral, and multi-platform digital content tailored to client communication and revenue goals.
- Design engaging visual assets for web, email, social media, and promotional campaigns to elevate audience engagement and user experience.
- Collaborate directly with business owners and marketing teams to define creative requirements, establish brand positioning, and execute rebranding initiatives.
- Conduct A/B testing and visual optimization across landing pages and digital advertisements to improve conversion performance.

Web & Graphic Designer | YeeHaw Media Aug 2017 - Aug 2019 | Remote

- Designed custom print and digital marketing materials for multi-location franchise businesses, regional brands, and individual clients.
- Streamlined creative review workflows by building a centralized mockup validation platform, accelerating stakeholder approvals prior to production.
- Translated audience research and user personas into customized visual concepts, campaign assets, and responsive web layouts.

- Produced high-converting landing pages and branded email newsletters while refining creative kickoff standards across teams.

Senior Graphic & Web Designer | Tech Advocate Group Jul 2016 - Jul 2017 | Remote

- Created visual identities, marketing collateral, and digital assets for print campaigns, web applications, and multi-channel advertising.
- Designed conversion-focused landing pages and digital ad creatives for targeted lead-generation campaigns.
- Produced and edited video, motion graphics, and audio assets to support brand storytelling and digital marketing initiatives.
- Partnered with account managers and developers to customize WordPress and HubSpot themes aligned with client brand standards.

Senior Web & Graphic Designer | TraceSecurity Jan 2015 - Jul 2016 | Remote

- Developed cohesive print and digital visual assets, including custom websites, data-driven infographics, product branding, and sales collateral.
- Designed user interfaces and front-end visual experiences for web applications, improving usability and visual consistency.
- Built a custom corporate email signature generator to standardize brand presentation across desktop and mobile platforms.
- Designed a searchable internal resource portal to centralize brand assets and improve organization-wide communication.

Creative Multimedia Director | NOLA.com Apr 2011 - Jan 2015 | New Orleans, LA

- Directed and produced high-volume multimedia, display, print, and rich media advertising campaigns for Louisiana's leading news and entertainment platform.
- Led end-to-end creative execution—including digital experiences, custom applications, and print materials—for a major live music festival and large-scale regional events.
- Partnered closely with sales representatives and external clients to translate brand guidelines and campaign objectives into high-impact visual solutions.
- Supervised and mentored a team of three designers, managing creative quality, production schedules, and asset delivery across simultaneous deadlines.
- Built a custom internal file-transfer application and job queue system that streamlined asset delivery and lowered operating costs by 35%.

Webmaster & Graphic Designer | Delgado Community College Oct 2002 - Mar 2011 | New Orleans, LA

- Led the visual redesign of dcc.edu from wireframing and brand alignment through final launch, enhancing user experience across desktop and mobile devices.
- Developed unified print and digital branding standards, institutional newsletters, and executive email templates for the Chancellor's Office and academic departments.
- Collaborated with department leaders on information architecture, visual layouts, and interactive multimedia presentations for campus-wide initiatives.

EDUCATION

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