

JOE CLARK

WEB DEVELOPER & GRAPHIC DESIGNER

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SUMMARY

Creative designer with experience developing brand identities, multimedia, web, and print projects for small businesses and Fortune 500 companies. Translates client goals, audience insights, and brand messaging into cohesive visual concepts across websites, marketing materials, logos, motion graphics, video, presentations, and campaigns. Maintains consistent digital and print communications through client collaboration, Adobe Creative Suite, and A/B testing.

EXPERIENCE

Self

Freelance Designer & Developer

Feb 2001 - Present

New Orleans Area

Develop custom WordPress and HTML5 websites and create graphic design assets, including multimedia motion graphics, videos, posters, logos, signage, and other media for multiple industries. Consult clients on effective visual strategies, messaging, and branding for their products and target audiences. Create unique messaging for branding and rebranding projects across digital and print materials. Meet and communicate with clients in person, by phone, or online to discuss projects. Review all projects to ensure error-free results and use A/B testing on designs, advertisements, and websites to improve lead generation for each client.

YeeHaw Media

Web Dev. & Graphic Designer

Aug 2017 - Aug 2019

Remote

Created custom marketing materials for franchise companies, local shops, and individuals across digital and print channels. Developed a testing platform and process for creating mockups and testing designs before beginning the design or development stage. Created user personas to test different industries and demonstrated how each company or industry had its own target audience, replacing the practice of creating the same site for every type of company. Developed landing pages and designed email newsletters for client marketing campaigns. Developed principles and processes for starting each new client project.

Tech Advocate Group

Senior Web Developer

Jul 2016 - Jul 2017

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.

TraceSecurity

Senior Web & Graphic Designer

Jan 2015 - Jul 2016

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.

NOLA.com & ACS

Creative Multimedia Director

Apr 2011 - Jan 2015

New Orleans

Designed multimedia and static ads for the #1 news site in Louisiana, working closely with sales representatives to create creative executions that fit clients' needs and branding. Developed special projects across digital and print channels, from web apps and rich media ads to print guides for a popular music festival. Designed Flash ads, animations, videos, website projects, email newsletters, and landing pages for ad campaigns. Managed a team of 3 designers covering print and digital jobs, developed a job queue system to manage the design staff's workload, and 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.

Delgado Community College

Webmaster

Oct 2002 - Mar 2011

New Orleans

Successfully managed all aspects of College website development from sketching concepts to launching live. Handled the entire redesign of dcc.edu and managed the CMS. Designed branding elements for print and web, including College newsletters, and created custom email templates for each department, including the Chancellor's office. Worked closely with each department to develop content strategy, structure, and layout aligned with departmental website requirements. Developed custom templates for the CMS to utilize the best SEO strategies, along with demos, tests, and eLearning solutions for faculty onboarding, HR requirements, and other tests for students, faculty, and staff.

SKILLS

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

TOOLS

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

EDUCATION

Associate of Science Degree, Computer Information Systems 2002

*Delgado Community College
New Orleans, LA*