

## RESUME

**ERIC CLARKSON:** Art Director / Graphic Designer

[eric@hardlogic.com](mailto:eric@hardlogic.com)

## EXPERIENCE

### Freelance Art Director

05/01 · Current

- Worked with a variety of advertising agencies and design firms around the country for clients such as eBay, Countrywide, Guinness, Intuit, Panda Express, Wells Fargo.
- Independently art directed, designed and produced projects in a variety of media for businesses ranging from startups to established entities
- Worked directly with executives to develop comprehensive strategies and frameworks that could be implemented immediately, yet scalable in the future
- Developed print-oriented marketing materials (Brochures, POS Displays, etc.) for businesses previously exposed only through an online presence
- Assumed key roles in large-scale web projects while working with established advertising/design firms (including strategy and development)
- Winner of Gold Addy at the Savannah Advertising Federation's 2007 ADDY® Award reception for Zhen's Gypsy Tea website (contracted through Clark Creative)

### Art Director (VFlash)

02/00 · 05/01

- Managed a team of in-house designers to provide brand-oriented marketing solutions for clients, dealing primarily with online and interactive media
- Dealt directly with high-profile clients such as Blockbuster, Coke and NBC to connect marketing concepts while maintaining focus on brand identity
- Initiated strategies with the Creative Director to establish and implement internal brand identity for rapidly expanding corporation
- Worked closely with copywriters and content creators to streamline the verbal and visual development - allowing for a more integrated creative process

### Designer/Consultant (HGTV)

07/99 · 02/00

- Contracted to assist in-house designers create the visual foundation and UI strategy of the HGTV website redesign, launched in first quarter of 2000
- Worked with developers to research and evaluate emerging web technologies for use in custom-built CMS

## EDUCATION

### BFA Graphic Design

University of Tennessee

## SKILLS

InDesign  
Illustrator  
Photoshop  
Flash  
Dreamweaver

HTML/CSS  
Copywriting  
Photography

## REFERENCES

### Tasha McVeigh

Partner/Director of Project Management  
Swirl Advertising  
[tasha@swirl.net](mailto:tasha@swirl.net)

### Marcia Irwin

Director of Interactive Development  
Colangelo Synergy Marketing  
[mirwin@colangelo-sm.com](mailto:mirwin@colangelo-sm.com)

### Cari Clark

President / Creative Director  
Clark Creative  
[cari@clarkcreativdesign.com](mailto:cari@clarkcreativdesign.com)