

Mike Clark

Award-winning digital designer • 15+ years building digital brand experiences

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Bē



Experience

Mike Clark Design

Apr 2018 - Present

Owner/Designer

Greater Boston Area

Brand design studio north of Boston, built around the belief that design transcends aesthetics — it works to solve problems, forge emotional bonds, and leave lasting impressions of your business. Partnering with startups and businesses looking to build brand momentum

Offerings:

- Logo Design / Brand Identity
- Website Design
- Print / Packaging
- Illustration
- Display / Signage

Fast Forward

June 2020 - Present

Design Partner

Salem, MA

Serve as design partner for software development and digital experiential firm based out of Salem, MA. Oversee design implementation and overall design guidance.

Recent project work includes:

- MFA Interactive Gallery Exhibit - Torah Shield
- Boston Medical Center Site Redesign
- Intel Alliance for Global Inclusion Website
- Smithsonian Chatbot Experience

Purple Carrot

March 2021 - August 2023

Creative Consultant

Provide design oversight for Purple Carrot's digital marketing services —including social ads, promotional web experiences, email marketing, overall brand identity.

Furthered development of the Purple Carrot identity design, which included the creation of a component design system for email marketing consistency and efficiency, and the redesign of the purple carrot weekly recipe book format.

Big Little Bar

June 2022 - January 2023

Brand Design Consultant

- Collaborated closely with the core marketing team to define the brand and logo design, laying the foundation for the development of the brand identity design.
- Developed the design of the packaging and unboxing experience.
- Integrate and maintain the brand's visual ID into various market-facing communication channels (website/email/social/advertising, etc)
- Planning and executing the brand launch, ensuring all materials aligned with the established brand ID to create a consistent consumer experience.

Summary

I'm an award-winning designer with over 15 years of experience crafting interactive experiences for well-known brands across multiple industries. My passion lies in utilizing design to solve problems, make lasting impressions, and help brands stand out in the marketing landscape.

- Multi-disciplinary designer, with a strong focus on web and digital experiences for known brands including BIC, Lysol, French's Mustard, Boston Beer, Audible, Titleist, Zantac.
- Founding team member of Genuine, an award winning digital marketing agency based in Boston.
- Owner of Mike Clark Design - brand design studio north of Boston

Tools

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Sketch
- Squarespace
- WIX
- Shopify

Expertise

- Web Design
- Brand Design
- Packaging / Print
- UI / UX
- Interaction Design
- Motion Concepting
- Illustration

Education

University of Massachusetts, Lowell
BFA, Graphic Design

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Experience (cont.)

Blink UX

Senior Visual Designer (contract)

Jan 2022 - Apr 2022

Brought aboard to help further establish the visual design direction & brand expressions for the launch of Cisco's E-Learning Platform, Cisco U.

Work included:

- Launch campaign theme visualization and moodboarding
- Illustrated renderings and conceptualizing for live event space
- Development of launch campaign materials (Social Media Assets, Swag, Billboards, Event Signage)
- Overall art direction (photos, illustrations, etc)

Rightpoint

Senior Designer (contract)

May 2019 - Nov 2019

Design of Kantar Retail IQ insights platform, a retail-focused arm of Kantar, a leading insight, data, and consulting company. The platform was redesigned to improve the overall user experience.

- Designed to be a highly personalized dashboard, design system was implemented to create consistency across various levels of experience.
- Implemented a new tagging strategy based on user search terms to provide predictable, highly sortable results.
- The redesign focused on personalization, ensuring the right content was delivered to the right user at the right time.

Genuine

VP, Design Director

Nov 2011 - Feb 2018

Boston, MA

Supervised the visual design process across a range of interactive platforms and departments including video, development and experiential teams.

Worked closely with Executive Creative Director aiding in high level concept development, client pitches, initiated project brainstorms to align with client goals and provided design direction from concept to production.

Managed the visual design team. Provided ongoing feedback and growth opportunities, set team objectives, and overall art direction. Established an active learning environment for honing skills staying on top of trends.

Genuine

Design Team Manager/Lead Designer

Dec 2004 - Nov 2011

Boston, MA

Directed the design team and managed projects effectively utilizing the individual strengths and skills of team members. Served as the conceptual design lead.

Responsible for expanding team capabilities, making hiring decisions, and setting individual goals by providing ongoing feedback on a per project basis.

Established conceptual direction and oversaw design production staff through the completion of each project.

Brands

I've had the pleasure of working on a very diverse set of clients over the years, each one presenting a unique and exciting design challenge. Here are a few:

Akamai

Audible

BIC Razors

Cisco

DirectTV

General Electric

Redhat

Samuel Adams Beer

Angry Orchard

MassMutual

MIT

Nestea

Lysol

Subway

Titleist

Intel

MFA Boston

Harvard University

French's Mustard

Frank's Red Hot

Zantac

Tribe Hummus

Vertex Pharmaceuticals

Woolite