

Jack Clark senior creative/designer

★ portfolio: jacklclark.com

■ reel: vimeo.com/862089261

in linkedin.com/in/jacklclark

☎ 773.563.2649

✉ jackclark2112@gmail.com

📍 5271 N. Liano Ave, Chicago, IL

An award-winning Creative that **drives results** by bringing brands to life across all touch points: forte in dynamic motion graphics, immersive web & digital experiences, 360° campaigns, video and the power of visual storytelling.

Specialized in developing Brands from startup as well as with Discover Card, Caterpillar, and T-Mobile. I'm a strategist, collaborator, leader, and mentor... better together!

ASSOCIATE CREATIVE DIRECTOR

Clearcover

📅 2018 - 2023

- Helped lead Clearcover rebrand and all related collateral, evolving styleguide, creation of sub-branding/ logos, branded assets, and overall brand evangelist across company.
- Creative lead of teams and projects including 360° marketing campaigns & new product launches with multi-channel deliverables: video, environmental, social, web, email, direct mail, etc.
- Owner of web site and all related creative including immersive home page (*2023 Webby Award*) that led to increased engagement, **increased conversion rate** with more valuable leads. App adoption **increase by ~50%** and **decreased customer support calls** through various experiments and tactics.
- Concepted and animated most paid ads: **boosted conversion by 12% in first quarter alone** and oversaw/ contributed to organic social media.
- Concepted, directed and created videos for product launches, sizzle, training, pitches and explainers.
- Motion Graphics animator for logos, video graphics, paid ads, product launches, training videos, web.
- Concepted, illustrated and animated 2D and 3D branded illustrations to effectively communicate complex concepts in differentiated manner.
- Utilized next-gen images and AI tools for image manipulation and ideation.

SENIOR DESIGNER

The Marketing Store @ T-Mobile

📅 2017 - 2018

- Designer of next-gen T-Mobile Tuesdays mobile app and promotions.
- Designer of Meta ads, various promotional graphics, campaign ideation & pitches.

ART DIRECTOR/SENIOR DESIGNER

Cognizant @ Discover Card

📅 2015 - 2017

- Creative/team-lead as main client contact and AD to team of visual/UX designers.
- Designed Loan RWD portal that led to **21% increased conversions**. Designed Student Loan marketing site that won *CIO 100 Award*. Led restyle of native app and new high-profile "Balance Transfer" module.

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ART DIRECTOR/DESIGNER

Freelance

📅 2008 - 2024

- Partnered with *Sapient-Razorfish* for enterprise-level responsive web redesign and brand augmentation for *Caterpillar (cat.com)*.
- Video editor/graphics creator for Stigma, winner of Google's 2023 App for Good.
- Art Director/Project Lead on various brand identity, digital/print design, & marketing projects.
- Designer/Project Lead for family of sites (2000+ pages) resulting in *+39% pg/visit, +221% avg/pg duration and increased monetization.*

🔗 CLIENTS

Start-up/Tech:

Clearcover
MyPoints
Alivio Medical Center

Business:

Discover Financial
T-Mobile
Caterpillar

Agencies:

The Marketing Store
Cognizant
Jack Morton

🎓 EDUCATION

2023 School of Motion:

Cinema4D Basecamp

2021-2022 Wyzant:

Tutoring in Cinema4D

2012 Ascent:

Advanced Photoshop
Advanced Illustrator

Columbia College:

Multimedia class

Moody Bible Institute:

Bachelor of Arts: Communications

👑 DESIGN SKILLS

Software: After Effects, Illustrator, Photoshop, Premiere, InDesign, Cinema4D, Figma, Sketch, Adobe

Design Types: Motion Design, Digital Design, Responsive Web, Video, 3D Illustration/Animation, Promotions / Ads, Branding / Logos, Native Apps, Print, Typography

Creative skills: Brand Identity, Art Directing, Campaign Ideation, Strategy, UI/UX, Interpreting Usability, Leading Creative Projects & Teams, Mentoring & Collaboration, Organization.

🏆 AWARDS

