



andrea@aclarkdesign.com
Boulder, CO

Able to efficiently manage work without compromising quality

Solution-oriented

Adaptable to changing priorities and initiatives

Enjoys collaborating with stakeholders at all levels

Seeks out and thrives on constructive feedback

Aesthetically flexible

TECHNICAL

Adobe Creative Suite

Asana Task/Project Management

Slack Team Communication

Microsoft Office

SketchUp

Award-winning graphic design professional with 15 years of success in print, visual identity, product, and environmental design. Known for friendly, easy-going work style balanced with timely, quality work.

PORTFOLIO aclarkdesign.com

EXPERIENCE

LUCKY'S MARKET • 2014 – Present • Niwot, CO

Upstart, organic-focused grocery retailer with 39 locations nationwide.

Initially hired as sales flyer production artist, but quickly promoted to graphic designer, senior designer, and ultimately, art director. During a period of rapid growth, played critical role in expanding the company from five stores to 39. Assisted in recruiting, training, and mentoring design team. Contributed to the development of sales flyers, direct mailers, in-store visual elements, and print collateral.

ART DIRECTOR

- Key contributor to the evolution of the brand over six years, including refreshed identity systems and brand voice.
- Assisted in the automation of sales flyer production process, which resulted in the reduction of the costs and labor associated with weekly versioning of the circular.
- Stewarded long-term relationships with print vendors and evaluated invoices, resulting in reduced production time and cost savings.
- Successfully supported new store openings by working collaboratively with the project manager, construction teams, and print vendors to meet tight creative timelines while ensuring each store's sign and décor package delivered within budget (\$50,000).

SENIOR GRAPHIC & DÉCOR DESIGNER

- Responsible for concept, design, and implementation of all permanent interior décor, custom fixturing, and wayfinding packages for new and existing stores.
- Conceptualized and executed design solutions for 15+ exclusive private label wines and beers, each requiring its own unique visual identity (logos, graphic themes, and color palettes).
- Designed brand identity for in-house personal care Apothecary product line (100+ skus).
- Established design template for sales flyer (2.5 million household weekly circulation).
- Brand steward for all visual aspects of advertising, print campaigns, and décor elements.
- Lead Designer on seasonal campaigns featured in stores nationally.
- Introduced 3D modeling software that enabled environmental and custom fixture design to be done in-house, which reduced development costs.

505DESIGN • Feb. 2018 – Jul. 2018 • Boulder, CO

Multidisciplinary design firm offering comprehensive solutions for commercial and residential development projects, including architectural, interior, and environmental design.

Developed visual identity and wayfinding elements while working collaboratively with architects and designers on a range of projects, from shopping malls to downtown mixed-use developments. Left position after six months in anticipation of firm's impending downsizing.

ENVIRONMENTAL GRAPHIC DESIGNER

- Designed wayfinding program for the luxury wing at Scottsdale Fashion Square Shopping Mall using a restrained material palette to compliment high-end retailers, including Cartier, Yves Saint Laurent, and Salvatore Ferragamo.
- Conducted client consultations, independently reviewed schematics/blueprints, and presented recommended design solutions to the client.
- Articulated construction specifications to sign fabricators by creating design intent documents, outlining finishes, dimensions, and construction details.

Andrea Clark

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UNIVERSITY OF ARIZONA BOOKSTORES • Jun. 2010 – Sep. 2012 • Tucson, AZ

63,000 square foot state-of-the-art campus bookstore, event center, and art gallery offering a premier retail shopping experience for both the university and community-at-large. Considered ground-breaking for elevating the traditional collegiate bookstore experience.

GRAPHIC DESIGNER

- Assisted Director of Marketing in restructuring the team's work process and billing systems to operate more like an agency to more effectively manage labor, costs, and supplies.
- Created banners, flyers, posters, emails, and print ads in promotion of the Bookstore's participation as host of the Tucson Festival of Books, one of the nation's largest annual book festivals hosted on campus and attended by over 130,000 book lovers.
- Developed and facilitated the production of all retail window displays, in-store seasonal signage, and event collateral.
- Designed print and digital materials for use on campus and in the community to promote events and product sales.
- Conducted model and product photoshoots for use in editorial layouts for regional publications.
- Mentored and supervised two student designers each semester.

COLORBÖK, INC. LLC • Sep. 2005 – Jan. 2009 • Tucson, AZ

Manufacturer of craft and memory products and creativity kits for kids sold in national retail chains, including Target, Wal-Mart, and Jo-Ann Fabrics.

Originally hired as Prototype Artist to create product samples for use in sales presentations to Buyers from external retail partners. Promoted to Product Design Development Team after taking initiative to create several product concepts and presenting them to the Art Director. The Tucson office was eventually closed and consolidated to the Michigan office.

SENIOR GRAPHIC & PRODUCT DESIGNER

- Responsible for design and development of Disney®, Care Bears®, and Nickelodeon® product lines, including approvals and coordination of artwork directly with licensors.
- Assisted in materials sourcing from overseas vendors for product production.
- Directed photoshoots of child (7 years+) and tween models and did hands-on photography for use on product packaging.
- Constructed technical drawings to support final product production.
- Designed/developed award-winning children's creativity kits, from concept and 3D modeling to reverse-engineering, packaging, and final production.



AWARDS

Seal of Excellence Award
CREATIVE CHILD MAGAZINE, 2008

Preferred Choice Award
CREATIVE CHILD MAGAZINE, 2008

EDUCATION

ASSOCIATES DEGREE VISUAL COMMUNICATION – GRADUATED WITH HIGH HONORS

Pima Community College