



**MATTHEW CLARK**

Graphic Artist + Illustrator

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## ABOUT ME

### **Designer by Trade. Artist at Heart.**

Using the knowledge, training, and experience as an artist and graphic designer, I strive to create current, engaging, and visually pleasing designs to communicate a desired message and achieve the maximum results possible for any project.

## PORTFOLIO

Selected works on my website under the 'design' section.



## EDUCATION

### **Westwood College of Technology // Denver, CO**

Earned an Associates Degree of Applied Science in Graphic Design and Multimedia.

### **University of Northern Colorado // Greeley, CO**

Began studies towards a Bachelors in Fine Arts with an emphasis in Graphic Design. Scholarship awarded for Scholastic achievement in the arts.

## SOFTWARE + SKILLS

### **Adobe Creative Suite**

Photoshop, Illustrator, InDesign, and Acrobat X

### **Microsoft Office**

Pages, Numbers, and Keynote

Expertise with Mac Platform

Creative Direction and Art Direction

Conventional and Digital Illustration

### **Page Layout and Typography**

Advertisement Design

Packaging Design

Branding and Logo Design

Photo Retouching and Manipulation

Marketing

Web/Email Design and Support

Fine Art and Color Theory

## PROFESSIONAL EXPERIENCE

### **2004 - PRESENT // LOUDMOUTH MEDIA, LLC // ART DIRECTOR**

Spotlight® Magazine, The Broomfielder™

[http://issuu.com/loudmouthmediallc/docs/hol15\\_slnorth\\_issuu](http://issuu.com/loudmouthmediallc/docs/hol15_slnorth_issuu)

[http://issuu.com/loudmouthmediallc/docs/oct15\\_broomfielder\\_issuu](http://issuu.com/loudmouthmediallc/docs/oct15_broomfielder_issuu)

- Responsible for the re-branding, re-design, and re-launch of Spotlight® Magazine and The Broomfielder™ Magazine with positive consumer and customer feedback.
- Produce, manage, maintain, and organize all print advertisements, graphics, photography, content, layouts, and final production file assets for four direct-mail marketing/editorial publications.
- Preparation, delivery, and approval of final publication files using designated prepress specifications
- Collaborate with Publisher, Sales Staff and Sales Coordinator to produce print advertisements for new and existing clients to visually communicate their specific marketing message
- Produce, deliver and maintain all internal support collateral for Sales Staff
- Provide graphic support for website content including: optimized photography, advertisements, banners, and downloads

### **2001 - PRESENT // MATTHEW CLARK ART // CREATIVE DIRECTOR**

Freelance Graphic Design, Illustration, and Fine Art

- Logo Creation/Branding
- Print and Email Advertisement Design
- Corporate Identity Packages
- Brochure, Catalog, and Postcard Layout
- Packaging Design
- Original Character Illustration
- Web page Design and Support
- Illustration/Design of:  
T-Shirts, Album Artwork, Book Covers,  
Skateboard & Snowboard Graphics,  
Promotional Signs & Banners
- Commission Fine Art:  
Paintings, Illustrations, and Drawings

### **2003 - 2004 // E-GEN MAGAZINE // GRAPHIC DESIGNER**

Production Designer

- Provided graphic design support to Art Director for monthly publication. Responsibilities included ad design and page layouts.

### **2002 - 2003 // AMERICAN FURNITURE WAREHOUSE // GRAPHIC DESIGNER**

Production Designer/Sign Shop

- Designed signs, banners, weekly advertisements, POS, in-store collateral, and truck wraps for the in-house design department sign shop.