



48 Harbour View Place
Stratford, Connecticut 06615

mobile 760.803.3952

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online portfolio benjaminbclark.com

ART DIRECTOR

Visual Communications • Graphic Design Expertise • Artistic Talent

Graphic Designer with 10+ years of extensive experience in art direction, design and creative team management. Enjoy the rare balance of creative and artistic sensibilities combined with strong business acumen and executive-level capabilities. Highly skilled in client and vendor relations and negotiations, with a track record for building and maintaining “win-win” partnerships. Passionate and inventive creator of innovative marketing strategies and campaigns. Accustomed to performing in deadline-driven environments with an emphasis on working within budgetary constraints. Demonstrate the abilities to design and produce dynamic presentations that persuasively support business goals and objectives. A solid background in operations and considerable entrepreneurial talents. Technical proficiency in Adobe Illustrator, Photoshop, InDesign, QuarkXpress, Lightroom, Command Workstation, Acrobat and Microsoft Office on the OSX Mac Platform. Basic understanding of Dreamweaver, After Effects and Premiere.

AREAS OF EXPERTISE

- Marketing Communications
- Project Management
- Client/Vendor Relations
- Marketing Strategy
- Directing Photo Shoots
- Advertising/Promotions
- Creative Problem Solving
- Teaching/Mentoring

PROFESSIONAL EXPERIENCE

Art Director, Lovesac Alternative Furniture, Stamford, CT

2007 to Present

- Successfully coordinated all aspects of production; including, seasonal creative concepts, product photography shoots, design, layout and pre-press of all marketing materials, contributing to Lovesac's 100% growth in sales' revenues since 2007.
- Charged by Creative Director with the artistic lead for seasonal campaign and product photography shoots with high-profile photographers Roger Hagadone and Greg Powers.
- Collaborated with product development team to conceive seasonal lines and design innovative packaging.
- Designed much of the interior layout and merchandising displays of the 50+ Lovesac stores located in malls across the United States and abroad.
- Directed and created all marketing materials, packaging and POP's for the “Store Within A Store” concept to seamlessly integrate Lovesac's product into *Best Buy, Rooms To Go, Sears Mexico* and *Direct Buy*.
- Conceptualized and created the *Lovesac Brand Bible* by formulating the brand's rules and guidelines.
- Managed the \$250,000-per-year, seasonal displays, printing and marketing budget for the 50+ Lovesac locations.
- Negotiated and contracted with vendors to reduce printing fees by over 60%. Was further able to reduce printing costs by bringing much of the seasonal print production in-house.
- Implemented an in-house photography studio to keep up with the growing product line. Staged, directed and photographed new product line for online sales, saving thousands of dollars in costly studio-rental and photographer fees.
- Designed and managed multiple direct-mail campaigns to introduce new Lovesac stores to surrounding residential areas and promote events at Lovesac stores resulting in successful store launches and sales boosts within the targeted store.
- Designed and managed the production of the *Direct Buy* sales kit that was featured in 70+ *Direct Buy* locations.



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Art Director, **Orange Couch Design House**, Vista, CA

2001 to 2007

- Coordinated all aspects of production; including, photo shoots, design, layout and pre-press. Supervised and directed the production team.
- Designed various publications; *Good News Etc.* Newspaper, local high school sports programs, Bonsall and Fallbrook Chamber of Commerce Directories.
- Successfully created and managed the business identities and advertising campaigns for more than 800 clients.
- Managed creative development, ensuring creative staff awareness of their contribution to new business projects.
- Formally recognized by the Vista Chamber of Commerce for assisting with their annual Business Expo.
- Creative team received award and acknowledgment from the *Village News*, a local newspaper.
- Directed multiple quarterly increases, breaking several quarters' production quotas without incurring any staff overtime.
- Established and coordinated project milestones and deadlines; expertly delegated tasks according to staff abilities to drive the quickest turnaround possible.

Graphic Instructor, **Coleman University**, San Marcos, CA

2005 to 2007

- Served as an instructor for certificate, associate and bachelor degree course levels. Taught numerous courses from *Introduction to Graphic Design* to *Advanced Typography*.
- Provided guidance and assistance to students by offering constructive criticism to help further their skills.
- Was recognized by Coleman University for bringing real-life graphic design and printing scenarios into the classroom.
- Wrote the curriculum for *CGD280 Prepress*, a class introducing printing techniques. Helped extend the curriculum for the Graphics Program by contributing to a new mod certificate program which further prepared students in seeking design-related jobs.
- Guided students in the assembly of their portfolios by offering constructive criticism of their work, helping them showcase a well-rounded composition of work.

Senior Designer, **Valley Roadrunner Newspaper**, Valley Center, CA

2000 to 2001

- Supervised the design team and directed production activities; including, ad design, layout, pre-press and paste-up.
- Created and managed the business identities and advertising campaigns for a diverse group of customers. Tracked and reported individual campaign performance; evaluated and applied insights to future marketing efforts.
- Built strong client relationships via brainstorming sessions, status calls, and project presentations.
- Designed various publications; including, *Valley Center Business Directory* and *Hometown Guide*, the *Valley Roadrunner* and *Meadowlark*, as well as four quarterly tabloids.

EDUCATION AND TRAINING

- **Bachelor of Fine Arts Degree in Computer Art / Graphic Design**, **Savannah College of Art and Design**, Savannah, GA, 2000
- **Professional Development Course**, Coleman University, San Marcos, CA, 2006
- **Success Seminars**, Coleman University, San Marcos, CA, 2006
- **Adobe Advanced Training**, Vista Adult School, Vista, CA, 2002