

## REBECCA N. CLARK

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designorperish.com

*Versatile Graphic Designer with  
thirteen years industry experience seeks  
full time position as a Senior Graphic  
Designer in a diverse, fast paced,  
team-based creative environment.*

### SKILL SET

Project conceptualization, direction,  
execution and management

Proficient in:

Illustrator CS3, InDesign CS3  
and Photoshop CS3

Adept in:

DreamWeaver CS4  
Flash CS4

## MARKETING DIRECTOR / GRAPHIC DESIGNER

6 Day Dental & Orthodontics | 2005 to 2012

Collaborate with company founder on marketing directives. Create comprehensive marketing plan, including monthly direct mail campaigns. Concept and design in-house and external advertising – logos, flyers, posters, banners, direct mail, trade show booths, billboards and TV – delivering targeted messages and increased patient flow while adhering to a tight budget. Instrumental in re-branding and building company recognition among current and prospective patients through various media and PR organized events. Coordinate external events, customizing collateral, recruiting and managing staff. Research and negotiate media buys with newspaper, magazine, direct mail houses, radio, TV and outdoor advertising. Media partners include Al Dia, Texas Dental Journal, ValPak, Lieberman Broadcasting, Channel 11, Fox 4 and Clear Channel Outdoor.

## GRAPHIC DESIGNER

Alphagraphics, Irving, TX | 2004 to 2005

Alphagraphics, Fort Worth, TX | 2002 to 2004

Consulted with various small business and corporate clients to create specific, goal oriented design collateral. Goals varied from simple changes to full cycle concept, design and production. In charge of creating and maintaining various client files for on-demand printing and portals in conjunction with an online ordering system. Prepared files for production, both offset and digital, in-house and off-site. Provided technical support, including networking, system and software upgrades, to MAC based internal network. Initiated new archive procedures for client files, reducing instances of missing fonts, support links and native files, resulting in increased efficiency during production.

## DESIGN MANAGER / SENIOR GRAPHIC DESIGNER

Alphagraphics, Chicago, IL | 2000 to 2001

As the design manager, took charge of full cycle design process for various high profile clients, directing layout and production of a variety of collateral materials. Acted as liaison between management, design staff, production personnel and clients. Prioritized and delegated to both design and general office staff. Designed and implemented new office policies and procedures to increase office efficiency. Played a key role in executing ISO9002 procedures, training and educational materials. As the senior graphic designer, mentored two junior designers, assisted in file preparation for offset and digital production. Provided technical and computer networking support throughout the office.

## JUNIOR GRAPHIC DESIGNER

Alphagraphics, Chicago, IL | 1998 to 2000

Consulted with large corporate and small business clients in the heart of the financial district to determine design needs. Designed and produced a variety of materials under high-pressure time constraints. Prepared files for in-house and off-site printing.

## EDUCATION

### Continuing Education in Web Design & Multi-Media

Brookhaven Community College, Dallas, TX | 2009 - present

### Bachelor of Arts in Graphic Design

Marymount University, Arlington, VA | 1998

**REBECCA N. CLARK**  
*continued*

## **FREELANCE GRAPHIC DESIGNER**

### **Irving Bible Church | 2012**

Flyer design for Mental Health Grace Alliance support group for those with serious mental illness.

### **Woodrow Wilson High School | 2011**

Mascot, logo and tee shirt design.

### **Gameness | 2011**

Ad design.

### **Educational Success Strategies | 2011**

Logo, collateral and pending web design.

### **Negative Split Racing | 2010 to present**

Triathlon jersey design.

### **Ignite Practice Builders | 2010**

Logo design.

### **i3 Outsourcing Solutions | 2010**

Logo, business package, collateral and web design.

### **Parkview Beautification Committee | 2009 to present**

Logo, flyer and poster design for annual 5K run.

### **Teksys Consulting | 2009**

Logo and business card design.

### **Dilo, Inc. | 2009**

Concept and create tradeshow booth.

### **Rockwall Orthodontics | 2008 to present**

Re-brand office through creation of new logo and updated patient forms, ad design.

### **Ideal Orthodontics | 2008 to present**

Business package and office form design, ad design.

### **Texas Dental Association – Smiles on Wheels Foundation | 2008**

Submitted logo design for new Smiles on Wheels program, a project of the Texas Dental Association's Smiles Foundation.

### **Run For Cal | 2007 to present**

Logo and website design for fund raising event, benefitting the Suicide and Crisis Center of North Texas organization: runforcal.com.

### **Vedder's Boys | 2007**

Concept and create 15 sponsor and one team logo for Vedder's Boys support tee shirt, a two man team competing in the 2007 Panama Florida Iron Man competition.

## **VOLUNTEER / GRAPHIC DESIGNER**

### **Coming Out Project, a Project of the Human Rights Campaign | 2003 to 2007**

Concept and design event collateral for Fruit Bowl, an annual fund raising event, and the annual Signature Ad in the "Be Who You Are" Special Section published by the Dallas Morning News.