



Strategic, deep-thinking designer with 10+ years of experience and a passion for branding, typography, and collaborating to maximize effective and beautiful design solutions.

CONTACT

hellorobinclark@gmail.com
hellorobinclark.com
503.889.6618

SKILLS

Illustrator
Photoshop
InDesign
Acrobat
Typography
Branding
Layout
Sketch
UI/UX Design

EDUCATION

Certificate in Communication Design
PNCA
2011-2013

B.A. in Art History
Reed College
1989-1993

Robin V Clark

GRAPHIC DESIGNER

EXPERIENCE

FREELANCE DESIGNER / 2019-Present
All Classical Portland

Developed Brand Guidelines and updated the logo for this non-profit Arts Organization. Provide ongoing concept and design support to implement brand across digital and print including multi-platform campaigns, social media graphics, marketing materials, website strategy, UI/UX design, and print assets for their many initiatives.

FREELANCE PRODUCTION DESIGNER / 2018-Present
Union Wine Company

Create all manner of digital and print graphics from tech sheets to print pieces to packaging mock-ups, implementing brand across new pieces and update existing creative for multiple formats and sizes.

VISUAL DESIGNER / 2013-2017
EROI (now THESIS)

Conceptualized and executed visual design for digital marketing channels. This included: brand identity and design system development, custom email campaigns, website strategy and design, client presentations, and internal branding projects.

Select Clients:

Taco Bell, Stumptown Coffee Roasters, Kaiser Permanente, Aramark, Nike

RESTAURATEUR / 2005-2010
Sagittarius Bar and Restaurant

Transformed an empty shell into a happening and profitable neighborhood hangout. Brand strategist, vibe master, baker, therapist, and boss. Responsibilities included: navigating permits and licenses, developing and designing food and drink menus, selecting and training staff, maintaining stock and machinery, cultivating solid relationships with vendors and patrons, sustaining the groove on the stereo, designing all signage and advertising, and doing all the dirty work.