

# Andrew Clark

## Art Director

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📍 New Stephany, Oman

## SUMMARY

Experienced Senior Art Director with a passion for creating visually stunning designs that captivate audiences. With over 7 years of experience in leading cross-functional teams, I have successfully delivered high-impact creative projects resulting in increased sales, brand awareness, and market share. Proficient in Adobe Creative Suite and experienced in strategic thinking, I am ready to bring my expertise to a dynamic and innovative company like yours. I am excited about the opportunity to contribute to your team and make a meaningful impact on your brand's success.

## EXPERIENCE

### Senior Art Director

2022 - Ongoing

#### The Topps Company

New York City, NY

Managed a team of graphic designers in the creation of visually captivating designs for trading cards and collectibles. Oversaw all aspects of the creative process from concept development to final production.

- Led the design and production of a new trading card series, resulting in a 20% increase in sales within the first quarter.
- Collaborated with marketing team to create a visually cohesive brand identity across packaging, website, and marketing materials.
- Implemented new design software and streamlined processes, resulting in a 30% increase in productivity.

### Creative Director

2017 - 2022

#### Fanatics

Jacksonville, FL

Directed a team of designers to develop innovative and on-trend designs for licensed fan gear and merchandise. Collaborated with cross-functional teams to ensure brand consistency across all channels.

- Led the redesign of the company's e-commerce website, resulting in a 15% increase in conversion rate.
- Developed and executed creative strategies for major sports events, resulting in a 25% increase in social media engagement.
- Managed a budget of \$1 million for design projects and consistently delivered high-quality work within budget.



## MY LIFE PHILOSOPHY

Design is not just what it looks like and feels like. Design is how it works. - Steve Jobs

## STRENGTHS

### 🚩 Creative Problem-Solving

Consistently find innovative solutions to creative challenges, resulting in visually stunning and impactful designs.

### ☆ Effective Leadership

Experienced in leading and motivating cross-functional teams to deliver high-quality design projects on time and within budget.

### 🚩 Strategic Thinking

Able to align design strategies with business goals, resulting in increased brand awareness and market share.

## SKILLS

Adobe Creative Suite ·

Brand Development · Typography ·

Art Direction · Creative Strategy ·

Team Leadership · Print Design ·

Digital Design