

Mark Clifton

Art director & full-stack designer

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mark-clifton.com

Education

Virginia Commonwealth University

BFA, Communication Arts + Design
'95-'99
Cum laude

Recognition

- Digital Judge, 2020 UCDA Design Awards
- Typeface designs featured in:
 - *IndieFonts: A Compendium of Digital Type from Independent Foundries* by Richard Kegler, James Grieshaber, and Tamyé Riggs (P-Type Publications, 2002)
 - *Typology: Type Design from the Victorian Era to the Digital Age* by Steven Heller and Louise Fili (Chronicle Books, 1999)

Experience

Freelance Practice

Atlanta, GA | 7/04–Present

- Freelance design and web development practice

Senior Web Designer

Emory University | Atlanta, GA | 11/17–Present

- Establish and maintain university-wide web brand standards and design systems
- Coordinate with schools, divisions, and external vendors in execution of enterprise-level web projects

Creative Director

Beyond Indigo | Remote | 10/14–10/16

- Part of a team of Directors guiding strategy, internal structure, and budgeting
- Led a team of staff and contract designers, developers, and QA specialists
- Directed and designed all company branding and marketing
- Maintained standards documentation and produced client education materials

Art Director

Beyond Indigo | Contract remote | 5/04–10/14

- Designed and developed websites for veterinary, equine, and funeral sectors
- Oversaw design of in-house marketing
- Defined company standards for design and front-end code

Art Director

Richmond.com / RDC Integrated Marketing | Richmond, VA | 5/98–11/03

- Led the team responsible for design and front-end development of a large, local news and city guide website
- Designed in-house marketing, in addition to online advertising for clients
- Generated original editorial artwork, including illustration and photography
- Directed a pool of freelance photographers and illustrators
- Coordinated editorial population from partner resources
- Art directed and designed integrated marketing campaigns for agency division

Web Designer

Style Weekly | Richmond, VA | 5/97–5/98

- Designed, developed, and maintained the online presence of an influential, free weekly magazine and its sibling publications
- Populated websites with editorial content from the print editions
- Designed in-house and client advertising

Graphic Designer

Virginia Commonwealth University | Richmond, VA | '96-'98

- Designed communications for the Department of Student Affairs

Web Administrator

Capitol Technographics | Springfield, VA | '95-'96

- Designed and developed print and online marketing materials

Layout Designer

Occoquan Photo | Occoquan, VA | '95

- Performed digital layout of classified ad publications