

Mark Clifton

Art director & full-stack designer

mark@mark-clifton.com
mark-clifton.com

Education

Virginia Commonwealth University

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

Recognition

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

Owner

Phase Space | Atlanta, GA | 7/04–Present

- Freelance design and web development practice

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

Digital Strategist

Small Business Finance Institute | Atlanta, GA | 9/10–10/14

- Designed and maintained non-profit organization online presence
- Played a senior advisory role in technology strategy decision making

Art Director

Beyond Indigo | 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, developed, and maintained in-house print and online marketing
- Imaged client assets for digital printing

Layout Designer

Occoquan Photo | Occoquan, VA | '95

- Performed digital layout of classified ad publications