

Mark Clay

Graph Design + Art Direction + Consultant

markclaydesign.com

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SUMMARY

Seasoned creative with decades of experience creating impactful designs for marketing and publishing. Skilled in Adobe Creative Suite, typography, and layout design. Strong communicator and collaborator skills with a focus on delivering clean, detail-oriented, design solutions while continuing to be a creative force for good in the world.

EXPERIENCE

Freelance Graphic Designer / Design Consultant | M CLAY DESIGN

Sep 2021 - Present / Remote

- Catalog production for print and digital for Advance Auto Parts USA and CarQuest Canada Tool & Equipment catalogs
- Advised and assisted in production workflows, defining roles, internal and external communications, editing, formatting, categorizing, proofing pages, pre-press preparation, final file transfers, art direction and problem solving
- Collaborated and coordinated with content contributors, vendors, project managers, merchant and design teams
- Developed internal deadlines for all merchant and marketing departments to reach milestones for each production and proofing stage to meet final deadlines for print and digital catalogs
- Worked closely with international team members in the US, Canada, and Asia

Production Artist / Graphic Designer | ADVANCE AUTO PARTS

Jan 2017 - Sep 2021 / Raleigh, NC

- Concurrently planned and executed layout design of two 60-page quarterly CarQuest Canada Tool & Equipment catalogs in English and French, featuring up to 1,200 unique items from more than 50 suppliers per quarter
- Developed and adapted the visual language and style guides of the catalogs to meet the needs and expectations of internal branding, external suppliers, sales team, and customers
- Collaborated closely with the French translation team, and with category merchant managers on marketing strategy and product representation
- Performed detailed production work including copy writing and editing, pre-press preparation and proofing, and file and archival management of all product images, suppliers' logos, and layout files

Graphic Designer | FIRESIDE DISTRIBUTORS

Oct 2015 - Jun 2016 / Raleigh, NC

- Designed multiple pages of annual catalog, sales flyers and marketing email broadcasts

Graphic Designer | ERNEST ANGLELY MINISTRIES

Mar 1999 - May 2015 / Cuyahoga Falls, OH

- Worked as art director and principal designer for full color bi-monthly magazine including collaborating with editorial staff and attending in-person color checks at press
- Designed monthly newsletter, over 20 paperback books, and over 100 booklets
- Designed various flyers, signs, posters, ads, forms, web and video graphics

CAPABILITIES

Design:

Catalog, magazine and book design

Page layout

Flyer, brochure and poster design

Sales and promotional collateral

Photo retouching and compositing

Direct mail design

Newsletter design

Tools:

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Adobe Acrobat

Microsoft PowerPoint

Microsoft Word

Microsoft Excel

Microsoft Teams

Asana

Trello

Slack

EDUCATION

The Art Institute of Pittsburgh

Pittsburgh, PA

Associate in Visual Communications 1992