

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 Print Designer / Print 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 Acrobat

Adobe Illustrator

Microsoft Word

Microsoft Excel

Microsoft Teams

Asana

Trello

Slack

EDUCATION

The Art Institute of Pittsburgh

Pittsburgh, PA

Associate in Visual Communications 1992