

Graphic Designer

Phil Clark

Highly creative, innovative and passionate about design, with 20+ years of experience. An excellent communicator with a flair for managing clients, a dynamic team player, confident, versatile, comfortable with responsibility, calm under pressure, with a keen and contemporary eye for detail.



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Graphic Designer *Clear22*

5 years

KEY ACHIEVEMENTS

- ✓ Expanded the range of in-house services offered, including more comprehensive websites, PowerPoint presentations, bespoke illustration and web animation.
- ✓ Cut costs and generated greater revenue streams.
- ✓ Gained full autonomy over projects and client relationships leading to more profitable outcomes.

Senior Group Art Editor Games Division

Dennis Publishing

10 years

KEY ACHIEVEMENTS

- ✓ Promoted from Art Editor of PCZONE magazine to Senior Group Art Editor of the Games Division, with responsibility for controlling monthly budgets up to £10,000.
- ✓ Led the design team in a re-design and re-launch, increasing ABC by 200% thereby tripling advertising revenue and making PCZONE Britain's best selling PC Games magazine.
- ✓ Managed five design and production teams within the Games Division, as well as commissioning photography and illustration, directing shoots and never missing the £50,000 monthly print slots.
- ✓ Created and implemented set-up of new more streamlined and effective production systems, markedly increasing efficiency.

Freelance Designer and R&D Art Editor

IPC Magazines

6 years

KEY ACHIEVEMENTS

- ✓ Produced over 10,000 successful page layouts for NME, Melody Maker, VOX, FAST, Angler's Mail and Woman's Weekly.
- ✓ Set up the design section of the new R&D department - Special Projects and New Projects Development within IPC's Specialist Group with the remit to explore possible new launches that could exploit advertising revenues in the untapped young mens market.
- ✓ Led the design within the R&D team culminating in the launch of a revolutionary and commercially successful young men's magazine.

PROFILE

20+ years in Graphic Design, Publishing and Marketing

**Expert in Adobe
InDesign,
Photoshop and
Illustrator**

Confident with Mac and PC software and systems including the latest Adobe CCS and Microsoft Office

SKILLS

InDesign	●●●●●●●●●●
Photoshop	●●●●●●●●●●
Illustrator	●●●●●●●●●●
Acrobat	●●●●●●●●●●
Premier Pro	●●●●●●●●●●
WordPress	●●●●●●●●●●
PowerPoint	●●●●●●●●●●
Print	●●●●●●●●●●
Digital	●●●●●●●●●●
Typography	●●●●●●●●●●
Marketing	●●●●●●●●●●



