

# Michael Clements

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**Summary:** Senior Graphic Designer and Creative Lead with extensive experience developing cohesive brand systems across print, digital, and environmental platforms. Translates complex technical and business concepts into clear, structured visual communication. Builds scalable design frameworks that improve consistency, streamline production, and support long-term brand growth.

Experience spans clean energy, healthcare, fintech, SaaS, and industrial sectors, supporting executive and cross-functional teams.

## Core Strengths

- Brand Identity Systems & Visual Frameworks
- Editorial & Layout Systems (Catalogs, Reports, Collateral)
- Marketing & Sales Enablement Design
- Packaging & Product Branding
- Trade Show & Environmental Design
- Motion Graphics & Visual Storytelling
- Executive Presentations & Data Visualization
- Cross-Functional Collaboration
- Scalable Design Systems & Asset Libraries
- Production-Ready Print & Digital Execution

## Professional Experience

### Senior Graphic Designer / Creative Lead

Mike Clements Design | Nov 2024 – Present

- Provide brand strategy, creative direction, and hands-on design execution across healthcare, wellness, technology, and industrial clients
- Develop brand identity systems, marketing collateral, packaging, and presentation frameworks designed for scalability and consistency
- Translate complex business and technical concepts into clear, structured visual communication
- Lead projects from concept through production, ensuring alignment across all brand touchpoints
- Build flexible templates and design systems that improve efficiency and long-term usability
- Partner directly with CEOs and executive teams to develop presentations and visual materials that support leadership communication, stakeholder alignment, and key business initiatives

## **Senior Graphic Designer**

Nikkiso Clean Energy & Industrial Gases | August 2021 – November 2024

- Developed and maintained cohesive brand systems across global business units, ensuring consistency across digital, print, and environmental applications
- Translated complex engineering and technical content into clear visual communication for marketing, sales, and executive audiences
- Led design and production of trade show environments, large-format graphics, and marketing collateral
- Directed photo and video shoots, aligning creative output with brand and campaign objectives
- Implemented a Digital Asset Management (DAM) system to scale and organize global brand assets
- Collaborated cross-functionally with engineering, marketing, and leadership teams to support product launches and strategic initiatives

## **Senior Graphic Designer**

Lancer Orthodontics, Inc. | May 2017 – April 2020

- Led a brand identity transformation, creating a unified system across product lines, packaging, and marketing channels
- Designed high-end product catalogs and collateral systems that improved clarity, usability, and brand perception
- Developed scalable packaging solutions for expanding product lines
- Launched a redesigned website and e-commerce platform supporting direct-to-consumer growth
- Built structured asset libraries and collateral systems to support internal teams and sales enablement
- Expanded trade show presence through cohesive environmental design and messaging

## **Senior Graphic Designer / Creative Lead**

Mike Clements Design | Aug 2009 – May 2017

- Built and led a successful design practice delivering brand systems, marketing collateral, packaging, and multimedia content for mid-sized companies and agencies
- Established long-term client relationships, achieving over 40% repeat engagement
- Led brand strategy and creative execution across print, digital, and motion for clients across multiple industries
- Produced 50+ explainer and marketing videos supporting product launches and campaigns
- Contributed to the growth of ODP, Inc. into a recognized international brand, lead to acquisition
- Earned multiple industry awards for interactive and visual design

## **Senior Graphic Designer**

FN Interactive | May 2008 – August 2009

- Contributed to SaaS platform design and launch, supporting positioning and user experience
- Collaborated with developers and stakeholders to improve usability, adoption, and visual consistency

## **Education**

### **University of Arizona Global Campus**

BFA in Instructional Design – Expected August 2026

### **Art Center College of Design**

Graphic Design

## **Tools & Technology**

- Design & Creative: Adobe Creative Suite (InDesign, Illustrator, Photoshop), Figma
- Motion & 3D: After Effects, Cinema 4D
- Web & Digital: HTML, CSS, WordPress
- Presentation: PowerPoint, Google Slides, Keynote
- AI & Workflow: AI-assisted design and production workflows
- Collaboration & Project Tools: Monday, Asana, Trello, Slack
- Asset Management: Digital Asset Management (DAM) Systems

## **Awards & Recognition**

- Addy Bronze Award – Interactive Design
- MarCom Gold & Platinum Awards (x2)
- Summit International Awards (x2)