

Mike Clements

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Discover an award-winning designer with agency-honed skills and years of corporate experience harnessing traditional and digital media to create and deliver focused and highly engaging brand interactions.

Portfolio of work: www.mcfolio.com

Nikkiso Clean Energy & Industrial Gases – Senior Graphic Designer

August 2021 to November 2024

- Worked with subject matter experts and stakeholders worldwide to navigate the highly technical and esoteric concepts related to clean energy and industrial gases.
- Provided concept-to-deployment design for the global organization in designing, ideating, and producing collateral, content, and assets.
- Produced video, motion graphics, and animated content for various corporate needs.
- Coordinated trade show booth design with booth engineers and vendors and produced finished graphics for extensive large shows.
- Provided art direction and supervision for video and photo shoots.
- Coordinated with contractors in the development of branded collateral and content.
- Worked to simplify and organize a complex ecosystem of project files, assets, and reference material across multiple locations and outside vendors.
- Researched, developed, and deployed Digital Asset Management systems for the global distribution of brand assets, photography, content, collateral, and templates.
- Worked extensively with remote teams to create focused content and campaigns for key senior management directives.

Lancer Orthodontics, Inc. – Senior Graphic Designer

May 2017 to April 2020

- Developed a cohesive brand identity across multiple channels and media, turning a disconnected collection of brands, packaging, and branded products into a cohesive, recognizable, and unified brand and family of products.
- Developed and curated a unified media library, collecting all the company's visual assets in one organized location – empowering all company members in their sales and marketing efforts while ensuring that the company told a consistent story.
- Coordinated and took control of various social media channels for the company, many of which had been abandoned and were inaccessible. An ongoing strategy for consistent engagement and brand storytelling was then rolled out.

- Developed strategies, content, and collateral to support the company's current marketing and sales efforts and ongoing growth.
- Curated, developed content, and developed a dramatically re-designed product catalog that caught the attention of customers and the industry.
- Developed a highly recognizable visual presence for trade shows and events.
- Created product families and packaging, which plan for expansion.
- Developed a scaling roll-out for online product sales.
- Eliminated the creation of unauthorized marketing materials and messaging by providing sales staff with a library of approved collateral and regularly updating sales materials.

Mike Clements Design — Senior Graphic Designer / Creative Director / Owner

August 2003 to May 2017

- Built a successful graphic design business, creating agency-caliber work for small to mid-sized businesses and agencies.
- Delivered consistently high-quality work, an expanding range of creative services, and strategic planning for future client marketing needs, resulting in a conversion rate of over 40% from single-project customers to loyal repeat clients.
- Interacted on behalf of agencies with their clients, preserving the seamless integrity of their client relationships while taking a leadership role in projects.
- Forged strong client relationships by proactively evaluating their marketing needs and functioning as a valued partner in their brands' success and continued growth.
- Grew ODP, Inc. from a single logo refresh to over \$250K in billed work as they developed into an internationally recognized and respected brand in their industry. Their success eventually led to a multi-million-dollar acquisition by a larger corporation.
- Received six awards for interactive design for large brand clients such as Rain Bird and GE. The quality and success of this work led directly to the development of numerous additional projects by these clients.
- Identified animated 'explainer' videos as an up-and-coming online marketing tool and successfully sold and produced over 40 of these animated shorts.

FN Interactive — Director of Creative Services

May 2008 to August 2009

- Directed all creative work to complete the development of a new SaaS marketing product for the financial services industry and then successfully took that product to market while establishing the company's brand.
- Increased early adopters by more than 150% by creating an approachable brand, engaging a target audience that was often technology-averse.
- Led the successful UI creation in cooperation with developers, playing a key role in the application's design, architecture, and functionality.
- Built an on-site newsroom delivering weekly and special topic online newscasts.
- Implemented a clear plan for ongoing growth – participating as a stakeholder with other key players – until a larger corporate entity acquired the company.

E Factor Media, Inc. — Creative Director

February 1998 to August 2003

- Built a highly effective art department, growing from 2 to over 10 designers producing award-winning traditional and digital creative work.
- Worked with other stakeholders to grow the business into a top 20 San Diego Ad Agency.
- Took a leadership role in acquiring multiple new clients in the Financial, Technology, Biotech, and Retail sectors.
- Managed and provided effective creative direction to a diverse staff of designers.
- Spearheaded the agency's transition to a modern digital firm, providing clients with the best mix of traditional and digital marketing solutions.
- Identified and adopted the best-emerging technologies for digital marketing and built a creative department capable of producing these digital solutions.
- Produced animated, motion graphic, and interactive digital marketing materials for large clients – including Rain Bird, GE, and Sears – which created a demand and lucrative business with these clients for many years.
- Championed new technologies with clients, helping them to realize and embrace these technologies to enhance their marketing.
- Trained a group of designers in successful digital media production.

Education

- University of Arizona Global Campus — Instructional Design (in the final year of study)
- Art Center College of Design — Graphic Design
- Victor Valley Junior College — Journalism

Skills

- **Photoshop, Illustrator, InDesign, Quark Xpress** | Branding, Print, Packaging, Web, Digital, Advertising, Presentation, Large Format, Environmental, Photo Editing
- **After Effects, Premiere Pro, Final Cut Pro** | Animation, Motion Graphics, Editing
- **Adobe Animate** | Interactive, Kiosks, Presentation, Animation and Motion Graphics
- HTML (Hand-Coded), Dreamweaver, CSS, Javascript, PHP, WordPress & CMS systems
- **PowerPoint, Keynote** | Presentation, Decks, Templates
- Creative Direction, Video/Voice/Photo/Talent Direction, Copywriting, Scripting
- Project Management, Employee Management, Microsoft Word & Excel

Awards, Honors and Recognition

- Addy Bronze Award - Interactive
- MarCom Creative Gold Award / Platinum Award (x2) – Interactive
- Summit International Bronze Award (x2) - Interactive