

GENE CLARK DESIGN

3325 NE Ainsworth Street Portland, OR 97211 Phone 503.477.5711 Mobile 917.704.2383 gene@geneclarkdesign.com

S U M M A R Y Over 15 years of specializing in corporate identity, brand identity, and brand systems projects – both independently and as a design team member – for the technology, healthcare, consumer, and financial markets. Additional career experience includes publication design, web design, packaging, environmental graphics, and lettering.

E X P E R I E N C E **GENE CLARK DESIGN** New York, NY/Portland, OR July 1999 to present
Self-employed design consultant

Responsible for original concept and design development, art direction, and prototype applications. Occasional responsibilities include client presentations, final art assembly for reproduction, and press oversight.

Projects have been developed independently and as a design team member working directly with the principals of design firms such as Landkamer Partners, Marcus Associates, Rooster Design Group, and studioSALT. Projects have included the corporate identity for Gilead Sciences (Marcus Associates), the brand identity for Quicken Health (Landkamer Partners), and the logo for BabyTalk magazine for The Parenting Group.

CLARK STUDIO San Francisco, CA June 1993 to July 1999
Self-employed design consultant

Clients included CKS Partners (march 1st), Howry Design, Landkamer Partners, and Marcus Associates. Projects included the branding of enrollment materials for Blue Cross of California (Landkamer Partners), the brand identity for ContentGuard from Xerox (Marcus Associates), and the corporate identity for ILOG (Landkamer Partners).

KAMEI/GARNAS San Francisco, CA June 1992 to June 1993
Small design studio, Senior Designer

Responsible for concept and design development, art direction, prototype applications, client presentations, final art assembly for reproduction, and press oversight. Administrative responsibilities included scheduling, project coordination, and management of staff and freelancers.

Clients included Wells Fargo Bank, Southern Pacific Railroad, and Bakers of Paris.

CLARK STUDIO San Francisco, CA May 1986 to June 1992
Freelance Designer

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EXPERIENCE CONTINUED

LANDOR ASSOCIATES San Francisco, CA August to November 1988
International design consultancy, Freelance Designer

MCKESSON CORP. San Francisco, CA February to November 1987
Marketing department, Freelance Designer

JORGENSEN DESIGN San Francisco, CA June 1984 to May 1986
Small design studio, Senior Designer

BARILE+GARNAS Oakland, CA August 1983 to June 1984
Small design studio, Designer

EDUCATION

California State University, Chico
Visual Communications

RECOGNITION

Work has been recognized internationally in publications such as Graphis Logo Design 5, LogoLounge 3, American Corporate Identity 2002, American Corporate Identity 2001, and The Big Book of Logos 3.

Review online portfolio at geneclarkdesign.com

Member AIGA