

Krista Clarke

Graphic Designer & Creative Professional

kristaclarke.com
hello@kristaclarke.com
530.340.1999

Experience

Graphic Designer at Mission Cloud

Oct. 2021 - Present • Remote

- Co-led a major overhaul of Mission's branding, including logo redesign, refining the color palette, and establishing a scalable design system with typography and photography guidelines
- Deployed new branding across all marketing touchpoints, redesigning dozens of presentations, datasheets, case studies, ebooks, and providing visuals for a new website, resulting in over 60% YoY increase in share of voice and dramatic boost in website traffic
- Produced motion graphics videos on key products and offerings, including cutting-edge generative AI solutions, used in promotional campaigns and at in-person events such as AWS re:Invent, drawing significant attention to the company booth
- Conceptualized and designed Mission's visual presence at AWS re:Invent 2023, including expo hall booth, private meeting space, and exclusive after-hours event; delivered over 120 creative assets, generating over 4500 leads and more than 3.5x ROI
- Collaborated daily with leaders of the marketing and sales teams to produce new content and keep existing content up to date

Graphic Designer at DRYFT Sciences

Oct. 2018 - Feb. 2021 • Moorpark, CA

- Led the overhaul of DRYFT branding in 2020, including logo modification, label and can redesign, and development of a brand style guide, resulting in a 400% YoY sales increase in 2020 compared to 2019 and significantly boosting brand recognition
- Key designer for all print media, including various point-of-sale materials, product packaging (with an emphasis on improving customer experience), and in-store displays
- Created 3D models of all products, packaging, and displays using Blender, providing hyper-realistic product photography used in online advertising, POS materials, and on the e-commerce website

Creative Director at Profectus Financial

Mar. 2017 - Feb. 2018 • Los Angeles, CA

- Redesigned the company website, created content, and enhanced SEO, including ongoing page creation for new products, events, and marketing campaigns
- Revamped the company's marketing efforts with a primary focus on social media advertising, boosting month-to-month website traffic by an average of 53% and significantly increasing overall lead generation
- Led end-to-end production and design of presentations used for webinars and other lead generation strategies, as well as corporate videos used for brand awareness and educational purposes

Additional Experience

Marketing Manager at Nor-Cal Products

Apr. 2021 - Oct. 2021 • Yreka, CA

Media Coordinator at ANS Xtreme Performance, Inc.

Aug. 2016 - Mar. 2017 • Simi Valley, CA

Creative Director at Glass-Media, Inc.

Sept. 2012 - Feb. 2016 • Los Angeles, CA

Education

Bachelor of Arts in Media, 2012

University of California, San Diego

Proficiencies

Graphic Design
Branding
Visual Design
Web Design
Print Design
Package Design
3D Modeling
3D Animation
2D Animation
Motion Graphics
Videography + Video Editing
Photography + Photo Editing
Event + Booth Design
Typography
Information Design
Illustration
Iconography
Copywriting
Communication

Tools

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Premier Pro
Blender
Adobe Audition
Adobe Dreamweaver
Adobe Dimension
Google Suite
PowerPoint
Figma
Wordpress
Ceros
Midjourney
Canva
OBS Studio
HTML + CSS