Paige Clark
Creative Director + Brand Designer

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I'm a Creative Director and Brand Designer with over a decade of experience crafting visually compelling brands and leading impactful campaigns. With roots in journalism, I bring a storyteller's mindset to every project, turning ideas into narratives that stick. I thrive in fast-paced environments, where I lead teams and collaborate across departments to create strategies that elevate brands and deliver results. I excel in shaping brands from the ground up, combining creativity with data-driven insights to develop identities that resonate and engage.

SKILLS

- Brand Identity + Design
- Marketing Campaign Strategy
- Creative Strategy + Deployment
- Stakeholder Presentations
- Web Design + Development
- Persona + Market Research
- Social Media Graphics
- User Testing and Feedback Integration
- Content Strategy Development
- A/B Testing and Optimization
- Photo Direction + Editing
- Design Mentorship

TOOLS

- Adobe Creative Suite
- Figma
- Affinity Designer
- Invision
- AEM
- CMS
- UserZoom
- Webflow
- Wordpress
- HTML, CSS, Javascript

EDUCATION

Franklin College

BFA Multimedia Journalism

–Editorial Journalism

–Visual Media + Multimedia Design

LINKS

paigeclark.co

linkedin.com/in/paige-clark-20212561/

behance.net/pkclark440

dribbble.com/pkclark400

WORK EXPERIENCE

Creative Director, Disco Ave
August 2023 – present

- Lead the creative direction and brand strategy for clients, transforming bold ideas into cohesive visual identities and campaigns.
- Oversee end-to-end project management, from conceptualization to execution, ensuring timely delivery and exceeding client expectations.
- Craft compelling narratives and design solutions for digital, print, and social platforms, ensuring brand consistency across every touchpoint.
- Collaborate closely with cross-functional teams, bridging creative and business objectives to drive engagement and results.
- Deliver persuasive pitch decks and presentations that highlight agency capabilities and win new business.

Senior UX Designer, Xcel Energy
November 2021–November 2023

- Spearheaded the UX and design strategy for a major native app, from information architecture and research to final UI, successfully launching the project under tight deadlines.
- Designed high-fidelity clickable prototypes that streamlined the development process and improved stakeholder engagement.
- Led cross-functional teams to ensure the alignment of ADA compliance with cutting-edge design, elevating user experience across web and mobile platforms.
- Implemented mentoring initiatives for junior designers, fostering a culture of growth and continuous learning within the design team.

Web Director + Visual Designer, Allegion
December 2016 – August 2021

- Managed the strategic development of over 20 websites hosted on AEM, ensuring brand consistency and responsiveness across digital platforms.
- Developed Allegion's global brand design system, implemented in 10+ languages, streamlining product development and marketing initiatives.
- Led marketing campaigns that achieved significant growth, including an 80% increase in email subscribers through targeted persona-driven strategies.

Senior Designer, Indianapolis Business Journal
November 2015 – December 2016

- Led the creative direction and execution for book publications, overseeing everything from design and layout to copy editing, crafting cohesive visual stories for each project.
- Developed and launched full-scale marketing and social media campaigns for authors and book releases, including landing pages, websites, and magazines, ensuring consistency across all platforms.
- Drove creative strategy and execution for large-scale marketing initiatives, including print and digital campaigns for major Indianapolis events such as the NCAA and Indiana Black Expo.

Founder, Design + Beyond
October 2022 – present

- Established a vibrant networking and mentorship community for design, agency and marketing professionals, fostering collaboration and professional growth.
- Organize events and workshops focused on creative strategy, brand development, and user experience, helping members enhance their portfolios and skill sets.
- Facilitate contract opportunities for community members, leveraging connections to secure design projects for creative professionals.