

# Mark Clifton

Art director & full-stack designer

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mark-clifton.com

## Education

### Virginia Commonwealth University

BFA, Communication Arts + Design  
'95-'99  
*Cum laude*

## Recognition

Typeface designs featured in:

- *IndieFonts: A Compendium of Digital Type from Independent Foundries* by Richard Kegler, James Grieshaber, and Tamyé Riggs (P-Type Publications, 2002)
- *Typology: Type Design from the Victorian Era to the Digital Age* by Steven Heller and Louise Fili (Chronicle Books, 1999)

## Experience

### Owner

**Phase Space** | Atlanta, GA | 7/04–Present

- Freelance design and web development practice

### Creative Director

**Beyond Indigo** | Remote | 10/14–10/16

- Part of a team of Directors guiding strategy, internal structure, and budgeting
- Led a team of staff and contract designers, developers, and QA specialists
- Directed and designed all company branding and marketing
- Maintained standards documentation and produced client education materials

### Digital Strategist

**Small Business Finance Institute** | Atlanta, GA | 9/10–10/14

- Designed and maintained non-profit organization online presence
- Played a senior advisory role in technology strategy decision making

### Art Director

**Beyond Indigo** | Remote | 5/04–10/14

- Designed and developed websites for veterinary, equine, and funeral sectors
- Oversaw design of in-house marketing
- Defined company standards for design and front-end code

### Art Director

**Richmond.com / RDC Integrated Marketing** | Richmond, VA | 5/98–11/03

- Led the team responsible for design and front-end development of a large, local news and city guide website
- Designed in-house marketing, in addition to online advertising for clients
- Generated original editorial artwork, including illustration and photography
- Directed a pool of freelance photographers and illustrators
- Coordinated editorial population from partner resources
- Art directed and designed integrated marketing campaigns for agency division

### Web Designer

**Style Weekly** | Richmond, VA | 5/97–5/98

- Designed, developed, and maintained the online presence of an influential, free weekly magazine and its sibling publications
- Populated websites with editorial content from the print editions
- Designed in-house and client advertising

### Graphic Designer

**Virginia Commonwealth University** | Richmond, VA | '96-'98

- Designed communications for the Department of Student Affairs

### Web Administrator

**Capitol Technographics** | Springfield, VA | '95-'96

- Designed, developed, and maintained in-house print and online marketing
- Imaged client assets for digital printing

### Layout Designer

**Occoquan Photo** | Occoquan, VA | '95

- Performed digital layout of classified ad publications