Michael Clements

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Summary: Award-winning Senior Graphic Designer, Art Director, and Creative Director with extensive agency and corporate experience. Proven expertise in branding, digital and print media, UI/UX, motion graphics, and marketing strategy. Adept at translating complex concepts into engaging brand experiences across diverse industries, including clean energy, healthcare, and technology.

Core Competencies

- Brand Identity & Strategy
- Graphic Design & Art Direction
- Digital & Print Media Design
- Motion Graphics & Animation
- Video Production & Post-Production
- Web Design (HTML, CSS, WordPress)
- Packaging & Print Production
- Artificial Intelligence (AI) Based Tools
- · Cross-Functional Team Leadership
- Client Relations & Project Management
- Creative Team Development
- Digital Asset Management (DAM)
- Marketing Collateral & Trade Show Design

Professional Experience

Senior Graphic Designer

Nikkiso Clean Energy & Industrial Gases | August 2021 – November 2024

- Led design strategy for clean energy and industrial gases, collaborating with global stakeholders to simplify complex technical concepts into clear, compelling visual content.
- Developed and executed design assets, motion graphics. and videos for diverse corporate needs, improving brand consistency across digital platforms and physical environments.
- Managed the design and production of trade show booths, coordinating with engineers and vendors to deliver visually engaging displays.
- Oversaw video and photo shoots, providing art direction and supervision to ensure high-quality content production.
- Spearheaded the implementation of a Digital Asset Management (DAM) system for global asset distribution, improving efficiency and brand consistency.

Senior Graphic Designer

Lancer Orthodontics, Inc. | May 2017 – April 2020

- Developed and executed a cohesive brand identity across multiple channels, enhancing product recognition and brand presence.
- Created visual assets for marketing and sales, including redesigned high-end product catalogs and a unified media library.
- Launched a redesigned responsive website and separate e-commerce site, increasing direct sales.
- Managed and grew the company's social media presence, creating consistent engagement and brand storytelling.
- Directed the visual design of trade shows, product packaging, and online sales initiatives, expanding the brand's reach and customer base.

Creative Director / Senior Graphic Designer

Mike Clements Design | August 2003 – May 2017

- Built and managed a successful graphic design business, delivering high-quality creative work for small to mid-sized businesses and agencies.
- Cultivated strong client relationships, transitioning single-project clients into long-term partnerships with an over 40% conversion rate.
- Led creative direction and production for clients such as Rain Bird and GE, resulting in five awards for interactive design and ongoing business growth.
- Innovated early in digital marketing, producing over 50 animated explainer videos for online campaigns.

Director of Creative Services / Visual Designer

FN Interactive | May 2008 – August 2009

- Directed and participated in the creative development of a new SaaS product for the financial services industry, increasing early adopters by over 150%.
- Led UI design collaboration with developers, ensuring a seamless user experience for the application.
- Established a content strategy and on-site newsroom, increasing brand visibility and engagement.

Creative Director

E Factor Media, Inc. | February 1998 – August 2003

- Grew the creative department from 2 to 10 designers, producing award-winning campaigns for clients in various sectors.
- Directed design, motion graphic, and interactive digital marketing projects for major brands, such as GE, Rain Bird, and Wells Fargo affiliates creating a demand for digital marketing solutions.

Education

- University of Arizona Global Campus BFA Instructional Design (Expected 12/30/25)
- Art Center College of Design Graphic Design
- Victor Valley Junior College Journalism

Technical Skills

- Design & Creative Tools: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Final Cut Pro, Canva, Figma, Quark XPress
- Web & Digital Development: HTML, CSS, WordPress, Dreamweaver, JavaScript, PHP
- Motion Graphics & Animation: Adobe Animate, After Effects
- · Presentation: PowerPoint, Google Slides, Keynote
- Project Management: Microsoft Word, Excel
- Creative Leadership: Brand Strategy, Art Direction, Content Creation, Client Relations

Awards & Recognition

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

Additional Skills

- Creative Direction | Project Management | Team Leadership | Brand Identity Development
- Cross-Department Collaboration | Digital Marketing | Social Media Strategy
- Video Production | Photo Editing | UI/UX Design | Client Presentations