

WILL CLARK CV

DETAILS

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SUMMARY

I'm a curious Art Director who loves nurturing creative ideas to their full potential. While at The Works in Sydney, I worked on various campaigns that were awarded a Gold Global Effie, Silver and Bronze Popai's, and a finalist at ADMA. The agencies I've loved working at the most are the ones that use solid ideas to make good creative work, and have fun making it. After all, this is a fun industry.

EXPERIENCE

2015 - Present

BBH, Sapient Nitro, Rapp UK, Gyro: London, Edelman, Hodes, Yuno Juno

Freelance Art Director working on local and global accounts in the London market. Various concepts were bought and produced and responsible for the creative that won a global pitch.

2015 - Present

Recreational Studio

Designer creating guidelines and assets for the company's website along with social content.

2011 - 2015

The Works Sydney

Art Director working on local and global accounts. Worked on a few campaigns that won various awards including a Gold Global Effie, Silver and Bronze Popai, and a finalist at ADMA.

2010

Arnold Furnace Sydney

Work Experience (Art Director)

2005

Euro RSCG Sydney (Havas Worldwide)

Work Experience (Designer)

AWARDS

Global Effie - Gold

Client: Jim Beam Aus

Popai - Silver and Bronze

Client: Jim Beam Aus

ADMA - Finalist

Client: EnergyAustralia

EDUCATION

2008 - 2010

Design Centre Enmore

Advanced Diploma of Graphic Design & Communications

2010

AWARD School (Top 30)

Creative course run by the Australasian Ad industry

CORE SKILLS

Concept Development

Strong conceptual background in both Design and Creative disciplines, understanding a brief and an able to sketch quickly and simply to visually communicate ideas during the creative process.

Art Direction

Extensive experience creating and overseeing the production of concepts. Understanding the visual nature of different mediums and able to direct various photographers, illustrators and retouchers.

Communication

Good listener, curious and will ask questions to find out as much information as possible.

Experience in presenting ideas both internally and in front of client.

Software

Illustrator, Photoshop, Indesign, After Effects, Flash, Dreamweaver, Keynote

Photography

Understanding of the principles of photography and use a Nikon DSLR regularly.

REFERENCES

Paul Swann - Creative Parter, The Works Sydney

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“I’ve had the pleasure of working with Will for nearly 3 years while at The Works and in that time have watched him become a very accomplished creative. His ideas are strong and plentiful and he’s got a great eye. Most importantly I know I can always rely on Will to step up when the chips are down or extra effort is required.”

Leo Bazjert - Creative Director, Lavender Sydney

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“Will’s a guy you want on your team. He’s full of ideas and has the energy and skill to see them through. Plus he’s a pleasure to work with, especially when the proverbial hits the fan. Hire him.”

Paul Fenton - Founder & Parter, YOLO

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Damian Pincus - Founder & Creative Parter, The Works Sydney

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