

# Krista Clarke

Senior Brand & Content Designer

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## Experience

### Senior Content Designer at Mission, A CDW Company

Oct. 2021 - Present • Remote

- Served as the primary in-house brand and content designer, owning creative execution and brand standards across all marketing channels through multiple growth phases and a company acquisition
- Led the evolution and execution of Mission's brand system, including website design, color and typography systems, and scalable templates supporting marketing, sales, and events
- Deployed brand updates across high-volume marketing touchpoints, including presentations, case studies, ebooks, datasheets, campaigns, and web, all contributing to a 92%+ year-over-year increase in share of voice in 2024 and significant website traffic growth
- Produced motion graphics and video content for product storytelling and campaigns, including work supporting emerging offerings such as generative and agentic AI
- Led creative direction for Mission's largest brand moments, including AWS re:Invent 2023–2025 and the annual Mission IGNITE after-hours event, delivering hundreds of assets and generating 15,000+ MQLs and 13.5x ROI over three years
- Partnered closely with marketing leadership, sales, and external agencies as the creative subject-matter expert, balancing speed, quality, and consistency in a fast-paced, high-output environment

### 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 optimized for 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 the conceptualization and design of all media projects, including social media ads and campaign graphics, website graphics, presentations, and corporate videos

## 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  
Art Direction  
Events + Experiential  
Package Design  
3D Modeling  
3D Animation  
2D Animation  
Motion Graphics  
Videography + Video Editing  
Photography + Photo Editing  
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  
Figma  
Google Suite  
Microsoft Office  
Ceros  
Generative AI Design Tools  
Canva  
HTML + CSS