



Michael Clarke

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## WORK

Independent  
Suburb Studio, Inc.  
2007 - 2010

For the last several years (with the exception of my tenure at Method) I have been working independently. I have worked for agencies (Like Arnell Group, The Brand Union, Interbrand and Wolff Olins) and directly with my own clients. My clients are a mix of start-ups, non-profits and other small to medium sized organizations across various industries.

Design Director  
Method, NYC  
2008

I was the design discipline lead for Method's multi-disciplinary NYC studio. Along with my primary design responsibilities, I participated in a range of management activities as part of the studio leadership team. Clients included: Charlie Rose, MF Global, PBS, Scripps, Showtime and Vulcan Productions.

Creative Director  
Spring Design Partners, NYC  
2006 - 2007

Responsibilities included direct oversight of all aspects of creative direction, strategic development, writing, staff of 18 designers and budgets. Led the conceptual phase of projects and guided the design development phases. I actively sought ideas from each designer individually while maintaining the overall brand vision. Clients included: Kraft Foods (Kraft, Nabisco, Post, Planters), Altoids and New World Pasta.

Partner/Design Director  
G2 Worldwide, NYC  
2002 - 2006

As design director, I connected design, advertising and strategy to create fully integrated brands by managing teams of graphic designers, product designers and writers. As a creative manager, I used a collaborative style to motivate and mentor groups. As a Partner, I was responsible for the overall health of my accounts including profitability and relied upon in new business situations. Clients included: Absolut, Pantone, Shane Jewelers and New World Pasta.

Senior Designer  
G2 Worldwide, NYC  
1998 - 2002

As senior designer I led the development of design for a wide range of projects. I also collaborated with designers of different disciplines as well as with other departments. Projects and clients included: CoverGirl, Olive Garden, Panasonic, Hess, Hasbro, Canon, DoubleClick, Network Associates, GlaxoSmithKline.

Designer  
Beber Silverstein, Miami  
1995 - 1997

Responsibilities included design, art direction, and client contact. Clients included: Miami Motorsports, Florida Power & Light, Helmsley Hotels, Michele Watches, Knight Ridder Newspapers, Levitt Wienstein Funeral Homes, Capital Bank, Garguilo Farms and Jackson Memorial Children's Hospital.

## EDUCATION

New York University  
2000

Intensive multimedia design & production certificate program

Northeastern University  
1989 - 1994

Bachelor of Science in Rhetoric, Advocacy & Debate  
Minors in design & classical literature



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## ABOUT ME

I am not Glaser or Bass.  
I am not Brody or Carson.  
I am most certainly not  
Sagmeister. I am slightly  
less known. I was once  
told that you always work  
for yourself and believe  
that to be true. I am a  
working designer. I try  
to keep up with the world  
of design and the world  
in general. I am practically  
self-taught and conflicted  
about that. Yet I will give  
most anything a go. I adapt.  
I am troubled by failure.  
I am optimistic but can  
become frustrated at times.  
I have won design awards  
but am more rewarded by  
my family. I thought I had  
lost faith in design but  
have realized that I believe  
in it more than ever. I know  
I do a few things well...

I get on with most people. I listen.  
I set type nicely. I am compulsive.  
I believe anything worth doing is worth doing well. I am not lazy.  
I am a good mentor. I care.  
I build trust with clients. I do not lie.  
I create great color palettes. Am I color blind?  
I present work with skill. I am confident.  
I organize thick information. I think.  
I have never used the word I as much in one place in my entire life.  
I am done.



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## REFERENCES

It's a ridiculously long list, I know. But any one of these folks will say something positive about me. I'm just sure of it.

David Lipkin  
917 497 5500

Founder, Method

AnnMari Shannahan  
917 327 2239

VP, Public Information, amfAR (The Foundation for AIDS Research)

Andrew Kibble  
917 595 2200

Founder, Stag & Hare

Jane Sayer  
646 224 7869

Expressions Director, Clark Mcdowall

Ritik Dholakia  
917 561 2004

Director, Strategic Services, Method NY

Gautam Lulla  
646 688 5356

Chief Operating Officer, Travel Tripper

Andrea Facini  
865 712-1156

VP, Global User Experience (UX) & Content, Monster

Carol Giaconelli  
212 641 8729

Marketing Director, Absolut Spirits Company

Kieran Anderson  
908 337 3366

National Sales Manager, Applied Radiology

Martin Wonnacott  
212 337 3663

Photographer, Founder of Cake-Factory