



**Clarence Carver Jr.**  
Graphic Designer

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**EDUCATION**

BA, Graphic Design  
2007-2010  
University of Memphis

**EXPERIENCE**

**GRAPHIC DESIGNER (02/2022 - PRESENT)**  
American Residential Services - Memphis, TN

Graphic designer for the Marketing Department at American Residential Services corporate headquarters.

Responsibilities include:

- Develop performance driven creative for all 30+ brands at ARS.
- Manage workflow and communication with Marketing Managers and internal clients to ensure projects meet expectations and deadlines.
- Redesigned the quarterly Dispatch Newsletter for it's relaunch in March 2022.

**DESIGN COORDINATOR (03/2018 - 02/2022)**  
The University of Tennessee Health Science Center - Memphis, TN

Graphic designer for the Communications and Marketing department at The University of Tennessee Health Science Center.

Responsibilities include:

- Developed marketing materials for the six colleges, faculty/staff, and students.
- Managed UTHSC branding account approving all University promotional products through Brand Manager. Also maintain contact with customers, licensed vendors, and the licensing department to reinforce brand guidelines.
- Redesigned college seals streamlining them for all six colleges in 2020.
- Designed vital Covid-19 print/digital campaigns and informational graphics.

**CREATIVE DESIGN SPECIALIST (07/2016 - 03/2018)**  
ServiceMaster - Memphis, TN

Design lead for Terminix Direct Mail and ServiceMaster Franchise Market Expansion.

Responsibilities included:

- Developed performance driven creative for all ServiceMaster Brands. Managed multiple projects and clients simultaneously through Workamajig.
- Assisted with the redesign of the American Home Shield visual system.
- Redesigned and managed the development of the OwnAFranchise website.
- Redesigned all Franchise Market Expansion desktop and mobile websites including AmeriSpec, Merry Maids, and ServiceMaster Restore.
- Promoted to design lead for Franchise Market Expansion in December 2016.

**PRODUCTION MANAGER/GRAPHIC DESIGNER (11/2012 - 07/2016)**  
Fastsigns - Memphis, TN

Provided leadership and management to production and design department ensuring quality control standards and effectiveness of the team.

Responsibilities included:

- Lead in the design, development and implementation of graphics, layout and production materials.
- Managed and trained production team. Delegated tasks to members of the design team providing counsel on all aspects of the project.
- Promoted to Production Manager in July 2014. Awarded monthly incentives in Oct. 2015 for increasing total production sales to over \$60,000 a month.

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**SKILLS**

- Proficient with Adobe Creative Suite, including InDesign, Illustrator, Photoshop, Dreamweaver, Lightroom, and After Effects.
- Proficient with web design, HTML/CSS, Content Management Systems, including Wordpress, Shopify, and Squarespace.
- Excellent with Mac and Windows operating systems.
- Knowledge of print production and large format printing.
- Ability to lead, manage, and delegate tasks.
- Adapts quickly, strong conceptual thinker, thrives in fast paced environment.