

ART DIRECTOR DESIGNER ANIMATOR Christopher Clarke

EXPERIENCE

Food Network + Cooking Channel Sr. On-Air Designer 2007 - Present

Responsibilities have included conceptualizing, pitching, designing, shooting and animating content for show packages and promos across the cable leader's long list of shows.

During time at Food accomplishments include: developing and implementing an entire network rebrand from top to bottom along side studio mOcean. Co-wrote and co-directed launch promos for new series Chopped, which garnered the highest new series launch ratings in network history. Additionally, took creative lead on launches for several shows including Feasting on Waves, Next Iron Chef, Next Food Network Star (which posted highest Network ratings as well as highest ratings on all of cable for the season finale), Iron Chef America and others. Developed packages for such shows as Grill It with Bobby Flay, the FN Dish and others.

Redlocke Personal Studio 2003 – Present

Responsibilities include setting the overall direction, process and voice for studio, cultivating new business through the conception and pitching of original ideas to prospective clients, working with outside vendors, production facilities, photographers, talent and freelance artists to actualize advertising campaigns across a variety of media including broadcast, print, viral, interactive and installation.

Over the last six years maintained *agency of record* status for legendary snowboard filmmakers Standard Films, during which time served as art director on five film releases and three seasons of Fuel Network's *Standard Snowboard Show*. Research, conception and execution of logo treatments, motion graphics for film and TV (including show opens, lower thirds, end credit embeds, overlays, and visual fx), as well as ads, posters, DVD packaging, and DVD menus.

Recently produced, directed and edited a series of video projects and podcasts through Conde Nast's *TeenVogue* for such fashion brands as *PacSun*, *Dooney + Bourke*, and *Nordstrom*.

In 2007 wrote and co-directed :30 second design-based broadcast spot for *Burton Snowboards* as well as art directed the logo treatment, motion graphics and DVD menu for their 2007 film release, *Thanks In Advance*.

Velodea Art Director 2005 – 2006

Worked with creative director to develop agency's motion graphics/editorial division, consulting and pitching to new and existing clients, as well as creating concepts and directing designers in the execution of marketing solutions for broadcast, print and the web.

Designed and directed over twenty minutes of live action and animation for Qualcomm's *A-List Awards* ceremony at the W hotel in San Francisco. Designed and directed motion-based website for Italian visual fx house, *Ghost Behind the Chair*. Directed web-based presentation of the *Detroit Auto Show* for *Nissan*.

Pyramid Four One Productions Creative Director 2001 – 2002

As creative director of skateboard video magazine production company, responsibilities comprised branding the product from logo mark through broadcast, print and web advertising, as well as contracting and coordinating with freelance filmmakers, negotiating appearances for featured talent with skateboard brands, and filming and editing content for video magazine.

Over the course of four quarterly video productions, travelled across the U.S., Canada, and England documenting amateur and professional skateboarders from around the world through on-location action shoots and in studio interviews.

i4Design Designer 2001

Worked with art director and creative director to concept, pitch and execute marketing solutions for print and web.

Designed packaging for *Pelican Gaming Accessories* products. Created posters and invitations to promote *Sinai Akiba Jewish Academy's* Jazz Fundraiser, laid out twenty-eight page catalogue for video game distributor *Alliance*, as well as shot photography and designed trade show collateral for beauty brand *Chenice Beverly Hills*.

APPLICATIONS

After Effects, Cinema 4D, Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Final Cut Pro, DVD Studio Pro

EDUCATION

UCLA BA Art History 1999

Studied at UCSB MA Art History 1999 - 2001

Studied at ACADEMY of ART UNIVERSITY MFA Advertising Design 2003 - 2005