

CARYL A. CLIPPINGER

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703.328.9845

Creative, driven, and self-motivated design and development professional with over 20 years of experience in the creative, graphic, and web industries.

For the past 20 years, I have provided comprehensive and cohesive branding, marketing and advertising solutions across multiple channels and for clients of all sizes and types. My clients include The University of Maryland, Baltimore, Mount Vernon Estate, Museum, and Gardens, Institute for Higher Education Policy, The National Governors Association, The American Heart Association, The Washington Capitals, Trevigen, Inc., FD Neuro Technologies, Inc., Richmond Behavioral Health, and Hudson Trail Outfitters, Ltd.

I am an expert level designer in all aspects of web and print. Unlike many designers, I am also proficient with coding, database development, and server management. Finally, I have extensive UI/UX experience including conducting usability testing, surveys, and interviews. As an example, on a project for The National Governors Association (NGA), I conducted an overall website audit and review along with usability interviews with senior staff in Governors' Offices across the US regarding an NGA website. I incorporated the results into a comprehensive report outlining problems with design and layout, usability and flow, information, and content of the website as well as presented design ideas and mockups along with suggestions and programming solutions to NGA for moving forward with the website and revising it to be a better, more informative, user-friendly, and visually exciting product for their audience.



CORE COMPETENCIES

- Manage multiple, complex B2B and B2C projects simultaneously ensuring all people involved are focused, organized, and motivated and that all stakeholders are kept abreast of the project status
- Create designs that are beautifully formed, highly functional, and effective
- Expert competency using standard design tools including Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Premiere, AfterEffects, and Audition)
- Extensive expert-level experience creating and working with graphic design elements including layout, proportion, color, symmetry, typography, imagery, and usability in conformance with corporate style guides and best practices
- Critiquing designs, layouts and overall functionality and offering technical guidance to solve complex design and development problems
- Ability to apply graphic and information design principles to enhance content understanding and usability

ADDITIONAL NON-DESIGN COMPETENCIES

- Web programming, scripting languages, and databases including PHP, MySQL, HTML5, javascript/jQuery/AJAX, XML, and CSS
- Web accessibility standards including WCAG and Section 508
- Web server administration (FreeBSD, Linux, IIS)
- Salesforce administration
- Usability research, testing, surveys, and focus groups
- Translating qualitative and quantitative findings into tangible project recommendations
- Client and vendor relations
- Project management and scheduling
- Budget and financial record management
- Understanding of copyright, trademark, and patent issues



EDUCATION

THE PENNSYLVANIA STATE UNIVERSITY

University Park, PA

Master of Arts in Communication

- Focus on new media communications with an emphasis on multimedia design and development
- Thesis research in human-computer interaction
- Graduate assistant to professors specializing in multimedia and communications law

THE PENNSYLVANIA STATE UNIVERSITY

University Park, PA

Non-Degree Graduate Studies

Arts & Architecture, Concentration: Photography

- Completed non-degree art and photography courses

DICKINSON COLLEGE

Carlisle, PA

Bachelor of Arts in International Studies

- Concentration: Great Britain
- Study abroad in London (1990)



PAPERS AND PUBLICATIONS

Williams, R. B., and Clippinger, C.A. (2002)

"Aggression, competition, and computer games: Computer and human opponents." *Computers in Human Behavior*

Williams, R. B., and Clippinger, C.A. (June, 2000)

"Aggression, Competition and Computer Games: Computer and Human Opponents," paper presented to the International Communication Association annual meeting in Acapulco, Mexico. (Top Three Paper in Communication and Technology Division)

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EXPERIENCE

CHARLOTTE'S WEB STUDIOS, L.L.C.

Springfield, VA

Co-Founder

Creative Director and Project Manager

03/1999-Present

- Worked with hundreds of clients throughout the US and abroad on marketing and advertising projects to enhance their brand
- Manage many complex design and development projects simultaneously ensuring everyone involved is focused, motivated, organized, and fully understands the project and project requirements, and that the project is completed on time and on budget
- Assume role of team leader on projects; critique designs and programming of staff members and offer technical guidance and solutions
- Work closely with clients to implement successful corporate image and branding strategies that meet their needs and requirements
- Pitch ideas and concepts
- Provide conceptual and stylistic direction for projects including web sites, cd/dvd, video, and print
- Design web, graphic, and multimedia projects from concept to completion to meet client marketing objectives, enhance client's brand and message, and advance project goals
- Design concept sketches, mock-ups, illustrations, wireframes, and prototypes
- Design graphic elements for projects including logos, icons, templates, infographics, slideshows, banners, animations, and photos
- Create ideas, designs, graphics and infographics to convey complex ideas in a simple, user-friendly, and visual way
- Daily use of standard design tools including Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Premiere, AfterEffects, Fireworks, and Audition)
- Research industry trends as they apply to client projects
- Provide research, strategy, and marketing copywriting support for projects
- Incorporate WCAG and Section 508 standards into web projects
- Provide server, programming and user experience support for web and multimedia development projects
- Develop and present proposals and presentations to clients
- Manage project budgeting and oversee financial record management

NATIONAL ALLIANCE FOR PARTNERSHIPS IN EQUITY

Gap, PA

Technology & Design Manager

05/2018-Present

- Consult, lead and manage all technology aspects for staff, board, consultants, members, and clients
- Design all web and print collateral
- Design, develop, and deliver email marketing to 10,000+ subscribers
- Manage and maintain company web server and (3) company websites
- Manage and maintain Learning Management System for internal and external professional development
- Design/develop/administer Salesforce implementation
- Manage technology and design for webinars and annual conference for 1,000+ participants

20/20 DESIGN & MARKETING/WARDLE INC.

New York/Washington, D.C.

Creative Director, Washington D.C. Office

05/1998-03/1999

- Established the creative direction for client multimedia, print, and graphic design projects
- Worked with internal and external clients to understand project scope, create project plan, and pitch ideas and concepts
- Designed and developed web, print, and graphic design elements and projects per client specifications from concept to completion
- Provided quality control over projects
- Supported office IT needs
- Managed project budgets and schedules
- Supported new business in two offices

THE PENNSYLVANIA STATE UNIVERSITY

University Park, PA

Teaching Assistant, Department of Communications

09/1997-05/1998

- Assisted Communications professor with multimedia course instruction
- Assisted students with multimedia projects and offered design and technical guidance and instruction on graphic, web, and multimedia projects

THE PENNSYLVANIA STATE UNIVERSITY

University Park, PA

Multimedia Specialist, The Center for Academic Computing's Faculty Multimedia Center

09/1997-05/1998

- Consulted, advised, and trained university faculty in utilizing educational multimedia projects to enhance their teaching
- Produced, designed, and developed in-depth projects for the University that included digital video, internet technology, graphics and design



PORTFOLIO

Please visit <https://clippinger.com> (access code: CAC2022) for recent samples of my work.