

JIM CLINGER

strategic creative leader, art director, designer

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ABOUT ME



More than 25 years ago I started a journey, from intern to creative director and beyond. I've had many roles in both big advertising agencies and agile little design firms.

I've honed my creativity—applying visual arts principles, practices and techniques concertedly to design and create successful web, print, and branding projects.

Since 1995, I've been entrusted by brands of all sizes to develop everything from their first impression to their greatest brand experience. I've created and managed

hundreds of projects that are examples of outstanding creativity, impactful design, and strategic brand thinking.

As creative lead, I've engineered brand development, event promotions, product launches, and user experiences. Most importantly, I've successfully lead cross-functional teams to realize strategic goals. And in the process, I've learned to work smart, stay open to new possibilities, and always add value through empathetic people-centric design. My best work has always been conceptual and strategic.

APPLICABLE SKILLS

Visual communication

Brand strategy

UI/UX design

Art direction

Creative management

Strategic thinking

EXPERIENCE

Genesys

Sr. Instructional Designer
2016 - 2020

Responsibilities include strategy, design, and development of educational and training materials for all Genesys software and products. Close collaboration with stakeholders, subject matter experts (SMEs), and various teams throughout the organization.

Work with training developers to review raw information, create engaging training and marketing to achieve desired goals, increase subscriptions, and build loyal customers.

Highlights

Transformed the Genesys University brand first through a corporate acquisition, and then through a post acquisition rebranding (from Genesys University to Genesys Beyond).

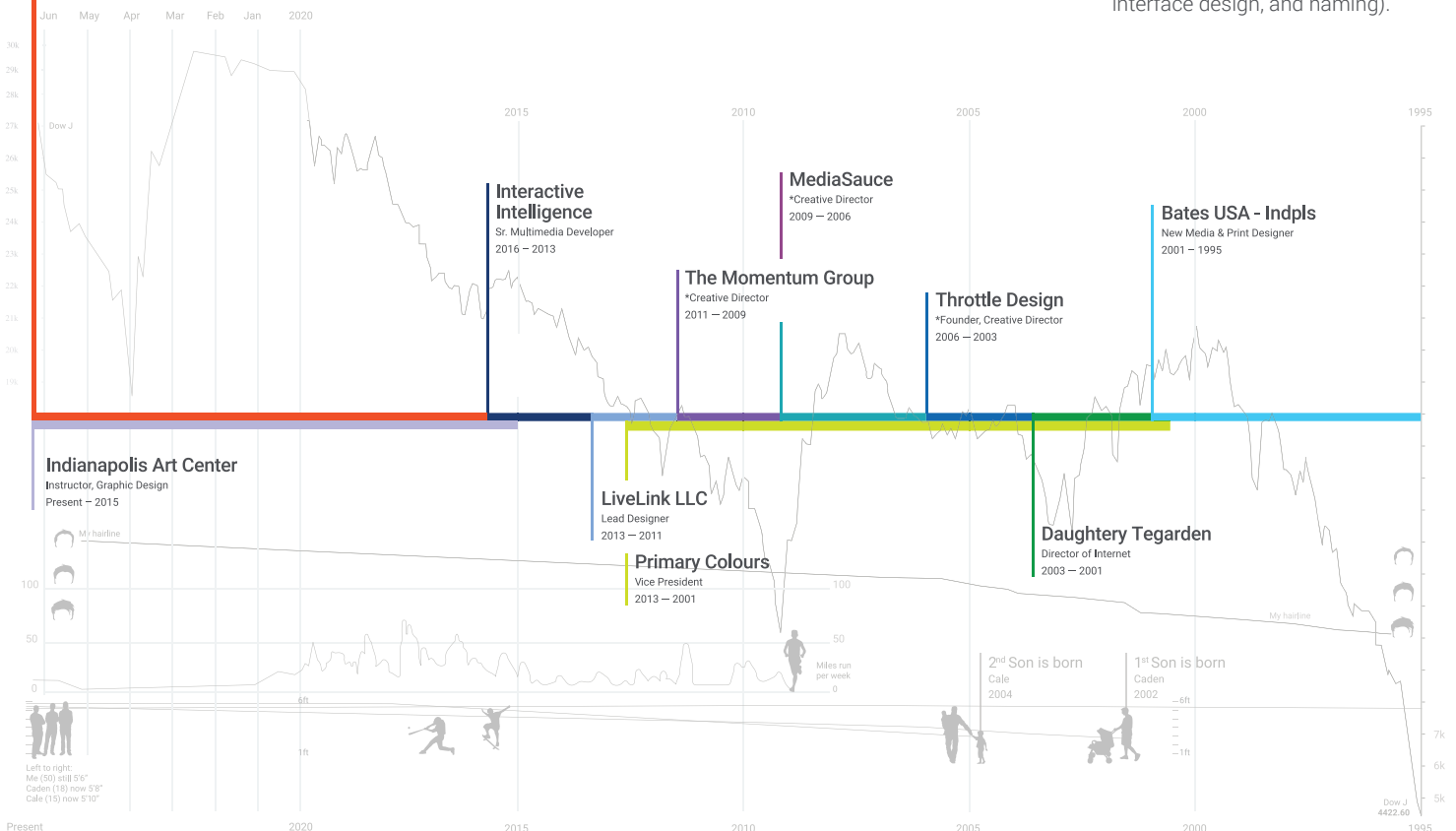
Designed and standardized the global Genesys University brand guidelines.

Amplified customer engagement through innovative use of learning products (including classroom

training materials, job aids, and web-based solutions.)

Increased retention, and broadened the learning experience through the launch of a learning subscription plan.

Devised the conceptual vision for the new Genesys Beyond global training platform (including user experience, wireframing, user interface design, and naming).



RELEVANT EXPERIENCE

The Indianapolis Art Center

Instructor
2020 – 2015

Courses taught:

Brand Theory, Graphic Design (Beginner, Intermediate), Introduction to Web Design, Logo Design. Plus, the Brain Expansion Series - History of Graphic Design

Interactive Intelligence

Sr. Multimedia Developer
2013 – 2016

Responsibilities included designing and developing innovative learning products (such as classroom training materials, job aids, activities, web-based solutions, and elearning). Designing, implementing, and supporting technology based training using multimedia authoring tools - Adobe Creative Suite, Adobe Captivate, and Articulate Storyline. Collaborate with SMEs, and translate written curriculum into visually effective learning or elearning products. Concepting, designing, and producing training videos, animations, and other web-based solutions.

Highlights:

Designed the PureCloud™ training brand, an award winning scenario-based training program.

Lead a cross-functional team in designing and developing a dedicated Wordpress elearning website for PureCloud™ with integrated learning management system.

Collaborated with SMEs to optimize training content for a more engaged user base.

LiveLink

Lead Designer
2011 – 2013

An app development and software firm, specializing in the monetization of custom mobile apps.

Responsibilities included concept and strategy, user experience design, user interface design, and brand development.

Clients included: The Indianapolis Motor Speedway; Indiana State Fair, Indiana Black Expo, and Senator Jim Merritt.

Primary Colours

Board, Vice President
2001 – 2013

A 501(c)3 non-profit arts organization
Board of Directors for 10 years
Vice President for 2 years

Responsible for all organization marketing and branding. Coordinated all event promotion (4-6 events per year). Organized and curated some of the most innovative arts events in Indiana, including Art vs. Art™. Nuvo Cultural Vision award winner 2011.

The Momentum Group

Creative Director
2011 – 2009

A marketing and branding firm with an emphasis in business to business.

Clients included: The Children's Museum of Indianapolis, Autobase, Qtogo, Crescent Specialty Blades, and Café Patachou, among others.

MediaSauce

Creative Director
2009 – 2006

A multi-disciplinary interactive marketing firm. My responsibilities included, concept development, manage the creative process, client service, support new business, QA projects, and inspire brilliant work.

Clients included: Herff Jones, The Rehabilitation Hospital of Indiana, The Indianapolis Arts Council, The Women's Fund of Indiana; BioCross Roads, and TKE Fraternity, among others.

Lead a cross-functional team to produce cutting-edge interactive digital marketing campaigns.
Produced innovative web, video, and email campaigns.

Throttle Design

Founder, Creative Director
2006 – 2003

An interactive design and web development firm.

Built the business from the ground up into a profitable agency. Lead all design and development teams.

Increased billings and revenue year over year.

I am tremendously grateful for my experiences. I've enjoyed every step of my journey. When asked, I credit my success to keeping focus, developing a 'learners' mindset, and most importantly resilience, humility, and persistence. I simply wouldn't have achieved anything worthwhile without those skills.

Thanks for your consideration.



AWARDS

Genesys Orange Award - 2019
Interactive Intelligence Award of Excellence - 2015
Nuvo's Cultural Achievement Award 2011

EDUCATION

Ball State University
Herron School of Art