



## **Bio**

Since 1986, Dan has created world-class technical illustrations and information graphics for companies including Apple Computer, Encyclopedia Britannica, Landor Associates, and The Wall Street Journal. Along the way, Dan held a staff position with MacUser Magazine, managed his own practice for seven years, and illustrated *How Macs Works* and *How Microprocessors Work* for Ziff-Davis Press. His technical illustration prowess has been showcased in numerous books including *The Illustrator Wow! Book*, *The Illustrator Bible*, and *The Complete Technical Illustrator*.

In 2000, Dan co-authored *LiveMotion For Dummies* and joined a small design agency. Soon thereafter, he moved to BroadVision and wrote demo scripts, produced engaging Flash infomercials and directed the sales department's Intranet redesign.

Dan directs the development of advertising, brand style guides, PowerPoint presentations, product demos, websites and more through his new company, MarketingToolworks.com, and continues to create brand-enhancing information graphics for companies acquired through his Artdude.com website.

Dan's natural ability to mentor and direct creative staff, combined with his over 20 years of business experience and the ability to clearly describe complex topics, produces the perfect mix required to generate valuable sales and marketing materials.

Dan is an expert with graphic design and office packages including Acrobat, Dreamweaver, Fireworks, Flash, Illustrator (14 years), InDesign, Outlook, PageMaker, Photoshop (11 years), PowerPoint, Word, and more.

## **K. Daniel Clark**

30 Boulevard Court  
Walnut Creek, CA 94595  
Mobile 415-309-7933  
[info@artdude.com](mailto:info@artdude.com)  
[www.artdude.com](http://www.artdude.com)

## **Resume**

**Acquire** strategic direction and turn it into compelling visuals

**Develop** relationships with, and improve the productivity of, creative staff

**Deliver** published materials on time and within budget

**Nine** years of experience managing creative people and projects

**Sixteen** years of experience presenting creative solutions

**Eighteen** years of experience creating accurate graphic design solutions

## **Experience**

### **ART DIRECTOR**

ValueStreams - 10/2003 to present

### **INFORMATION DESIGNER/ART DIRECTOR**

Marketing Toolworks (self employment) - 11/2001 to 9/2003

### **SR. WRITER**

BroadVision - 1/2001 to 10/2001

### **WRITER/PRODUCER**

Groundswell - 1999 to 2000

### **INFORMATION DESIGNER/TECHNICAL ILLUSTRATOR**

Artdude.com (self employment) - 1993 to 1999

### **TECHNICAL ILLUSTRATOR**

MacUser Magazine – 1988 to 1993

### **GRAPHIC ARTIST**

Thunderware – 1986 to 1988

## **Additional**

Marketing and Advertising, Diablo Valley College (1984)

Graphic Design, Diablo Valley Regional Occupation Program (1985)

3D Computer Graphics, Center for Computer Art & Design (1985)

Expert mountain biker, skier, snowboarder