

Daren Clark

Graphic Design | Brand Identity
Art Direction | Print & Digital

Contact



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Belrose / Sydney / NSW

Versatile graphic designer with 20+ years experience across fashion, health and wellness, retail, sports and freelance design.

I turn ideas into compelling visual experiences, combining creative flair with technical expertise and a practical, hands-on approach. My experience covers the whole creative process: branding, product and packaging design, art direction, photography, retouching, AI image manipulation, catalogues, print production and digital marketing. I'm confident managing projects from concept to completion, working with manufacturers and printers, and delivering quality work with speed and attention to detail.

Education:

SHILLINGTON COLLEGE

388 George St, Sydney NSW 2000

www.shillingtoneducation.com

Skills:

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Adobe Express

Social Media

Web

Firefly AI

Claude Coding

Versatile graphic designer with 20+ years experience across fashion, health and wellness, retail, sports and freelance design.

Professional Experience

10+ YEARS

INFASHION

Clothing / Fashion / Accessories

- My work at Infashion spans the full fashion label environment: clothing pattern technical design, photoshoot planning (locations, models, logistics and photography), image retouching, AI image manipulation, catalogue design and layout with fast, accurate turnaround, web banners, site updates, EDM marketing campaigns, and all associated printed material, including printer quotations and liaison.

5+ YEARS

GAIAM

Health / Fitness / Wellness

- A health, wellness and fitness brand with a full range of products, from yoga mats, pilates blocks, balance balls and stretch bands to activewear and strength and conditioning equipment. Hands-on experience from product design and packaging design (with manufacturer communication) through to marketing campaigns, catalogues, printed materials, EDMs and the web and digital assets needed to feature in store at retailers such as Rebel and Myer.

3+ YEARS

LEGENDS GENUINE MEMORABILIA

Sports / Racing / Memorabilia

- Legends gave me the opportunity to hone my skills as a designer, working on high-end memorabilia pieces that go well beyond the standard framed piece: striking visual graphics, a literal piece of the action, all professionally framed as limited editions. Each piece was accompanied by a marketing campaign of advertising material across print and digital media. A true privilege meeting some of the greats.

20+ YEARS

DIVERSE GRAPHICS

Freelance

- My front for all things freelance. I've worked with many companies over the years, and the standout projects have tended to be small businesses. I love bringing someone's life passion, their business, to full vision with logo design, corporate identity, print and digital marketing material, shopfront signage, vehicle decals and basic web design.