

CHRIS CLABO

ART DIRECTOR & SENIOR DESIGNER

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PROFILE

Hands-on art director and designer with 25+ years of experience solving creative challenges and bringing ideas to life across digital and print. Combines creative direction and team mentorship with a love of designing—from initial concept through final production. Experienced in building brand systems, collaborating across teams, and finding practical ways to improve the creative process.

- Art Direction & Brand Leadership
 - Brand Identity & Visual Systems
 - Integrated Campaigns
 - Digital & Print Design
 - Team Leadership & Mentorship
 - Creative Operations & Workflow Improvement
 - Video & Motion Direction
 - AI-Assisted Creative Production
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PROFESSIONAL EXPERIENCE

EVERCOMMERCE / EVERPRO

Art Director / Manager, Creative Services | April 2024–Present

- Lead and support a team of graphic and video designers creating work across multiple B2B software brands.
- Concept, design, and direct campaigns and marketing materials across digital advertising, web, print, events, and video.
- Led the development of the EverPro brand identity and visual system, contributing hands-on design to the guidelines and supporting materials.
- Mentor designers and collaborate with marketing, content, and business partners to solve creative challenges and deliver cohesive work.
- Improve creative workflows and explore AI-assisted tools to support concepting and production.

Senior Graphic Designer | September 2020–April 2024

- Designed campaigns and marketing materials for brands across home and field services, healthcare, fitness, and marketing services.
- Created digital ads, landing-page graphics, presentations, and print collateral from concept through production.
- Developed visual assets, templates, and brand systems to support consistent creative across channels.
- Partnered with marketing and content teams to turn product messaging into clear, engaging visual work.

PROFESSIONAL EXPERIENCE CONTINUED

ISALUS HEALTHCARE

Senior Graphic Designer | January 2019–September 2020

- Designed digital and print marketing materials, presentations, and sales collateral for healthcare software products.
- Worked with marketing partners to communicate complex product offerings through clear, consistent visual design.

ALLMEDS, INC.

Senior Marketing Specialist / Graphic Artist | February 2016–January 2019

Marketing Coordinator / Graphic Artist | February 2006–February 2016

- Designed advertising, sales materials, presentations, and branded collateral for print and digital channels.
- Designed event materials and trade show booths, managed trade show events, and installed booths on-site.
- Supported marketing communications and coordinated creative production.

VILLAGE REALTY

Marketing / Graphic Artist | June 2001–February 2006

- Designed property marketing materials, print advertising, and promotional collateral supporting real estate sales.
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TOOLS & TECHNOLOGY

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat) · Figma · Microsoft Office · Asana · AI-assisted creative tools

EDUCATION

Pellissippi State Community College | Associate of Applied Science, Computer Graphics Technology
University of Tennessee, Knoxville | Engineering studies