



# Patricia Rice Claydon

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## Address

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## Profile

I am a highly experienced **creative thought leader** with a proven record of achievement, a healthy curiosity combined with reasoned problem solving, and well-honed project and team management skills.

I am a **successful manager and mentor** of cross-functional teams that deliver tangible results based on goals and metrics. I enjoy building a collaborative culture that celebrates shared success, empowerment, professional growth, and personal excellence.

I am an **award-winning communicator** in higher education and development with a proven ability to produce dynamic, original, and engaging storytelling. I have created and directed strategic branding and messaging to a wide variety of audiences, both external and internal, through myriad channels including print, web, video, and social media.

## Work Experience

2017–present

1996–2007

Ballistic Design  
Ypsilanti, MI

### Owner / Chief Creative Officer

Consulting and creative content development including concept, writing, art direction, design, illustration, and project management for both print and web jobs. Major projects include the alumni/donor magazines for the Bentley Historical Library and the College of Literature, Science, and the Arts at the University of Michigan. Creative direction and redesign of all development and informational print materials for the Bentley Historical Library. Information architecture and design consulting for the Bentley Historical Library. Branding and identity for Go! Ice Cream, including environmental and interior design. Web database interface design for the University of Virginia, University of Delaware, the University of Michigan, University of Massachusetts, Hillsdale College, and Dow Corning. Design work has also included all aspects of identity, including a commercial sales website and all record covers and posters for Flying Bomb Records; record and CD covers for Crypt Records, Dirtnap Records, Get Hip Records, Italy Records, Norton Records, Rip Off Records, Sympathy for the Record Industry, XL Recordings, and V2; and promotional concert posters for the Gold Dollar Bar, the Elbow Room, Natural Canvas, and the Lager House.

## Work Experience

Continued

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2014–2017

University of Michigan  
College of Literature,  
Science, and the Arts  
Ann Arbor, MI

### Chief Marketing Officer

Developed, implemented, and evaluated strategic plans for marketing and communications for the College, including development, student recruitment, student advising, and departments/programs that were key to the Dean's mission and vision. Worked to create an integrated marketing approach using all communication vehicles including print, online, video, and social media. Coordinated and collaborated with central U-M branding, marketing, and communications, maintaining a relationship with VP Global Communications so that University and College communications were consistent on critical issues. Worked with both internal and external stakeholders to bring structure to the marketing and communications team by, in part, defining objectives, implementing processes, and reporting results. Managed six direct reports and an overall team of 18, handling graphic and web design, social media, editorial, public relations, video, and project management. Created and built the project management team, eventually expanding to a staff of three tracking over 500 projects a year. Managed an annual operating budget of \$300K. Provided client services for 70+ College departments and programs. In the absence of an Assistant Dean for Advancement, reported directly to the LSA Dean for a year and served as member of the Dean's cabinet. Highlights include directing the roll out of the new Dean, Andrew D. Martin, the redesign and rollout of the College website, the design templates for almost 100 departmental websites, the award-winning *LSA Magazine*, the branding and identity for the LSA Opportunity Hub, and the redesign and development of Campus Day and New Student and Parent Orientations.

2012–2014

University of Michigan  
College of Literature,  
Science, and the Arts  
Ann Arbor, MI

### Creative Director

Consistently and effectively told the unique story of the College of LSA to a variety of audiences (alumni, faculty, students, prospective students, parents of students) using a variety of platforms (print collateral, website, email, College publications, University publications, national publications) and worked cooperatively with a wide range of partners inside LSA to outside units within the College and University. Responsible for all external communication including the multiple CASE award winning *LSA Magazine*, College website, prospective student and parent communication, and all communications from the Dean. Managed a team of three designers and three videographers, with a budget of \$50K. Highlights include the complete rebrand of the College, architecting the information redesign of the College website, the redesign and development of College news stories on the website and in the email newsletter, winning multiple design awards from the Society of Publication Designers as well as CASE and UCDA.

2009–2010

Washtenaw  
Community College

### Part-time Graphic Design Faculty

Developed coursework and taught GDT220: Publication Design, which encompassed multi-page book, brochure, and editorial design.

## Work Experience

Continued

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2007–2012

University of Michigan  
College of Literature,  
Science, and the Arts  
Ann Arbor, MI

### Multimedia Designer

Concept, art direction, design, illustration, and collaborative production and project management for both print and web jobs. Major projects include art directing and designing the LSA alumni magazine; designing development invitations, brochures, and events packages; and designing departmental websites.

1998–2006

University of Michigan  
Michigan Marketing and  
Design (now Michigan  
Creative)  
Ann Arbor, MI

### Multimedia Designer

Concept, art direction, design, illustration, and collaborative production and project management for both print and web jobs. Major projects include the alumni magazine for the College of Literature, Science, and the Arts; identity and design for all student recruitment materials for Undergraduate Admissions; identity, collateral and websites for the Life Sciences at Michigan; identity, collateral, and website for the Center for Institutional Diversity; and websites for the Office of Undergraduate Admissions and New Student Programs. Wrote and taught a seminar on web design for CASE District V Conference, Chicago, December 2000.

1996–1998

Environmental  
Research Institute of  
Michigan  
Ann Arbor, MI

### Designer / Assistant Project Manager

Designed office space solutions and managed construction projects, including hiring contractors, scheduling project deadlines, and liaising with tenants. Designed brand and environmental graphics for Plymouth Green Technology Center, designed and built databases for departmental records, designed and wrote interoffice communications.

## Select Awards

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Society of Publication  
Designers

2016 Silver Award, Design  
2017, 2016, 2014, 2013, Merit Awards, Design and Photography

CASE Circle of  
Excellence

2017 Gold, Design, Editorial  
2017 Bronze, Feature Writing, Profile  
2013 Bronze, Best Special Constituency Magazine

Pride of CASE

2017 Gold Award, Best Alumni Magazine  
2017 Gold Award, Excellence in Illustration  
2017 Bronze Award, Best Article of the Year  
2014 Gold Award, Best Student Recruitment Viewbook  
2014 Gold Award, Excellence in Design for a Campaign  
2014 Gold Award, Excellence in Special Events Materials  
2014 Gold Award, Best Video, Fundraising, Alumni Relations  
2014 Bronze Award, Best Video, Student Recruitment  
2012 Gold, Best Electronic Newsletter

UCDA

2016 Excellence, Magazine Design, Complete Publication  
2017 Excellence, In-House Team, Marketing and Communications

## Education

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1986–1990

Northwestern University, Evanston, IL  
Art History