

FRANK MCCLUNG

Curriculum Vitae

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A designer wears many hats in their career: researcher, artist, typographer, collaborator, coder, project manager, entrepreneur, videographer, photographer, and copywriter, to name a few. At one point or another, I've worn them all—sometimes all at once.

BACKGROUND

I never liked art as a child. My mother, a professional artist, forced me to accompany her to every art show and museum, even on vacation. I found a college academically as far away from art as possible—a military academy. There I studied engineering, history, politics, leadership, communication, and a foreign language—anything but art. Then I became an intelligence officer, tasked with sifting through voluminous reports to produce concise briefings for senior officers. I found myself working late to make presentations “look right”, but didn't know why.

I was twenty-five when I first heard the term “graphic design,” but it would soon become my obsession. While my peers were solely concerned about a presentation's information, I was drawn to the typography, layout, color, space, balance, images and message. I discovered that by deliberately manipulating these elements, I could powerfully communicate complex ideas and information. About that same time, I realized my fledgling design skills applied to a brand new computer language called HTML and could be used build something wonderful called “web pages”. So, in 1996, I designed and developed “web pages” to deliver sensitive intelligence information to classified clients.

I introduced Air Force officer recruiting to the power of the Internet. In 1998 Air Force officer recruiting numbers were at their lowest since Vietnam. Recognizing the potential of design and the Internet to reach the next generation, I obtained \$1.2M to design a recruiting website for the Air Force. Working with the ad agency team at BBDO, I was schooled by seasoned professionals in user research, content strategy, and branding. I took that real-world project experience with me when I started my freelance design practice in 2003 and allowed the informal art education of my youth to inform my design sensibility and influence my creative solutions for clients.

EDUCATION

1991 STUDY ABROAD, In-country intensive Mandarin Chinese language training. National Taiwan Normal University > Taipei, Taiwan.

1992 RESEARCH ASSISTANT, Congressional POW/MIA Affairs Vietnam summer intern. National Security Agency (NSA) > Ft. Meade, MD.

1993 BACHELOR OF SCIENCE, East Asian Studies major, Mandarin Chinese minor. U.S. Air Force Academy > Colorado Springs, CO.

1994 FULBRIGHT SCHOLAR, Postgraduate research on Christianity, democracy, and communism in China. U.S. Dept. of State > Hong Kong.

1995 MILITARY INTELLIGENCE SCHOOL, Intelligence Operations Officer Course, Honor Graduate. U.S. Air Force > San Angelo, TX.

1999 SQUADRON OFFICER SCHOOL, Military and strategic leadership studies and application. U.S. Air Force > Montgomery, AL.

2003 - PRESENT SELF-TAUGHT, Web and print design, entrepreneurship, business management. dotp > Crossville, TN.

PROFESSIONAL EXPERIENCE

2020 - PRESENT PRINCIPAL, FRANK MCCLUNG ADVISORY

» Founded an advisory practice that helps decision-makers in service-based organizations understand and create better website strategies.

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PROFESSIONAL EXPERIENCE *Continued*

2003 - PRESENT DESIGNER & PRINCIPAL, DRAWING ON THE PROMISES (DOTP), LLC

- » Founded a freelance design practice to help businesses and organizations define their brand position, clarify their communication goals, gain insight into their competition and create effective design applications in digital, print and social mediums.
- » Apply design thinking to define and analyze user requirements, understand and simplify complex business objectives, and create visual communications to solve problems, empower brands and discover hidden growth opportunities.
- » Manage multiple web, print and identity projects while collaborating with client teams and consulting with senior executives.
- » Work with clients in construction, healthcare, technology, finance, retail, non-profit, government, arts, and entertainment.
- » Create websites, wireframes, logos, identity, presentations, brand strategy, and user interfaces to meet client needs.

1998 - 2003 BRAND MANAGER, AIR FORCE RESERVE OFFICER TRAINING CORPS (AFROTC)

- » Creative director and program manager for multiple major Air Force ROTC advertising, interactive and print collateral initiatives.
- » Identified mission-critical need and obtained funding for \$1.2M design of a new AFROTC recruiting website, AFROTC.com.
- » Led the Air Force/contractor website team in requirements definition, info architecture, program management and project execution.
- » Spearheaded the integration of a leading edge content management system with 142 colleges and university AFROTC websites.
- » Initiated and executed a nationwide recruiting pipeline management system and \$250K recruiting call center.

1995 - 1998 INTELLIGENCE OFFICER, SPACE SYSTEMS FOREIGN THREAT ANALYST FOR SYSTEMS ACQUISITIONS

- » Analyzed threats to Air Force satellite programs and identified vulnerabilities to current and future threats.
- » Led task contractor-government task force to design intelligence architecture needed for next-generation capabilities.
- » Identified major intel disconnects between classified system program needs and national asset capabilities.
- » Delivered key intel analysis required to support classified high priority space programs and saved \$1M.
- » Created first ever digital intel library to provide program decision makers and engineers immediate access to vital intel.
- » Developed intelligence requirements tracking program to ensure zero late deliveries and 100% requirements met.
- » Authored national-level intelligence threat assessment reports and briefings describing threats to vital military space systems.

ACHIEVEMENTS & RECOGNITION

1991 STUDY ABROAD, Scholarship awarded to outstanding language student. National Taiwan Normal University > Taipei, Taiwan.

1993 NORSTAD AWARD, Outstanding cadet in Foreign Area Studies (East Asia). U.S. Air Force Academy > Colorado Springs, CO.

1997 CLASSIFIED WEBSITE, Designed Air Force first HTML site to deliver intelligence to system program engineers > Los Angeles AFB, CA.

1999 RECRUITING MICROSITE, Designed Air Force ROTC's first Flash-based recruiting microsite in the southeast region > Maxwell AFB, AL.

2002 AFROTC.COM LAUNCH, Led Air Force/ad agency team to design and develop a \$1.2M ROTC website > [Web](#).

2003 DOTP, Founded design studio for web and print. Fourteen years of successful freelance and counting > [Web](#).

2003 B-L-A-N-K, Started a blog to explore design's potential beyond commercial marketing and advertising applications > [Web](#).

2005 GRAPHIC DESIGN (GD) USA, Noted design publication mentioned B-L-A-N-K blog's unique contribution > July 2005 Issue.

2006 WORD IT, "Power of Suggestion" design entry included in design icon Armin Vit's *Word It Book* > [Print](#).

2006 SPEAKUP.COM, Quoted from the legendary internet design community in the book, *Stop Being Sheep*, by Armin Vit > [Print](#).

2006 - 2017 WEB DESIGN RECOGNITION, [Best CSS Design](#), [Design Shack](#), [Best About Pages](#), [WeLoveWP](#) > [Web](#).

2017 DRAWING ON THE PROMISES ART STUDIO, Relaunched Miriam McClung's professional art business online > [Instagram](#).

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DIGITAL SKILLS

ADOBE Illustrator, Dreamweaver, Photoshop, InDesign | **MICROSOFT** Office | **WEB** HTML, CSS, WordPress, Responsive Design.

INTERESTS

FAMILY Married my best friend twenty-five years ago. We have six children, ages six to twenty-four. We homeschool. Sometimes we sleep.

SPORTS Running—well, let's call it a jog. Hiking and mountain biking. Follow Alabama football and watch too much youth soccer.

READING No books, only thirty plus articles a day on every conceivable subject to make me consider and connect diverse ideas.