

ROBERT SMITH

Senior Designer/Art Director

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

I have been a designer for over twenty years, and in that time I can safely say that I've held nearly every position in the advertising field from Production Artist to Lead Designer to Art Director. With each new position I've been given the chance to prove myself as an artist and to rise to the challenge of new responsibilities and to exceed expectations.

CORE COMPETENCIES

Art direction, graphic design, fine art, fine art instruction, social media, communications. Skilled in Adobe Creative Suite, Microsoft Office, Quark.

PROFESSIONAL EXPERIENCE

Senior Designer/Art Director ABC Corporation - 2000 – June 2015

Key Deliverables:

- Managed the design department and purchased printing for all marketing campaigns and new title development with a combined budget of \$1.3 million.
- Created and designed marketing materials, direct mail, print advertisements, website advertisements, electronic newsletters, exhibits, products, and packaging for more than 500 skus.
- Implemented successful brand development through marketing initiatives, merchandising, and packaging.
- Creative Management.
- Launched, developed, and managed successful in-house art department.
- Spearheaded the implementation of an in-house department, resulting in 15% savings in marketing budget and 30% savings in print production costs.
- Provided creative leadership and knowledge of technology and artistic advances in graphic design and print production.

ART DIRECTOR

ABC Corporation - 1995 – 2000

Key Deliverables:

- Created interesting logos and designs for schools, businesses, and individuals
- Designed and ordering system that went from sales through delivery of products
- Designed a Magazine for community sports programs to pick designs and order online or by phone
- Learned to digitize art so that designs could be printed or embroidered onto a variety of products
- Improve production by working with artists and other staff
- Met with clients to develop designs
- Mentored artists to teach design techniques, and new software programs.

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EDUCATION

Master of Arts in Publication Design - (University of Baltimore - Baltimore, MD)

