

ROBERT SMITH

Associate Art Director

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Multi-talented design professional and collaborative leader with a unique balance of creativity, business savvy, and technical expertise. Offer extensive Graphic Design and Brand Development experience within multiple industries, from fashion to technology. Bring a track record of developing low-cost, high-return print, and digital marketing materials that increase awareness, secure brand identity, and expand organizations' reach.

EXPERIENCE

Associate Art Director

ABC Corporation - 2004 - 2008

- Designed digital and print media, including brochures, books, PowerPoint presentations, sales aids, web banners, e-Newsletters, and promotional emails.
- Checked blue lines and color comps.
- Completed "preflight" work before approving for print.
- Trained team on implementation and operation of Adobe and Microsoft software.
- Increased readership and profit by designing a popular promo piece - for inclusion with all directories - that provided readers with the ability to order additional directories and opt into the companys newsletter.
- Partnered in redesigning the companys EDS tradeshow booth and created invites for a sponsored event.
- Earned praise from the sales team for delivering more leads than prior years, despite the still recovering tech market.

Associate Art Director

Delta Corporation - 1999 - 2004

- Collaborate with art director and colleagues in development of an effective advertising department and create a system of protocols and procedures .
- Planned and designed features, advertising and magazine supplements including art directing, editing photographs, determining themes and relative .
- Design from concept to finished product, national quarterly 4/c magazine, book covers, book design, book catalogs, audio/video packaging, members .
- Managed all advertisements for Magazine and The Weekly including client contacts and ensuring approval of all ads in a timely manner.
- Designed weekly newspaper - The Weekly, Departments, Features and other sections for magazines as well as advertisements for four different .
- Built and maintained multiple web-sites using WordPress.

- Corporate/Florida Teams Formulated and developed numerous single ads, ad campaigns, corporate brochures, newsletters and promotional items for .

EDUCATION

- BFA in Graphic Design - 1999(California State University - Long Beach, CA)

SKILLS

Graphic Design, UI Design, UX Design, Product Design, Illustration, Photography, Packaging Design, Web Design, Print Advertisements, Web Advertisements, Adobe Creative Suite, Microsoft Office, Mac OS, Windows OS, Corel Painter.