

# ROBERT SMITH

## Director of Design

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Twenty-five years of increasing responsibility in displays/fixtures and exhibits. Significant strengths in conceptualizing, new product development, and meeting the customer's expectations. Highly involved, curious, and creative designer with a proven track record of providing visually pleasing and effective merchandisers in highly competitive markets.

## EXPERIENCE

### Director of Design

#### ABC Corporation - 2005 - 2020

- Managed a graphic design team generating visual arts from small promotional literature to medium backdrops to large scale four-color banners.
- Conceptualized a nine-hundred square foot trade show booth with the goals being a more corporate look, a central area to highlight the featured food products, and developing an effective way to incorporate a portable cooktop for food preparation and distribution to booth visitors.
- Designed a back wall outfitted with niches holding individual, backlit bins displaying the product (rice).
- Impressed with using their product as part of the full design - and the corporate look sought was achieved through rich woodgrains against black accents.
- Updated several existing exhibits that clients wished to improve by retrofitting graphics, adding feature displays or kiosks, or reconfiguring the booth elements.
- Conceptualized, developed, and retrofitted both new and existing trade show booths.
- Managed internal ad agency design staff responsible for executing advertising campaigns for national leaders in senior housing, offering apartments.

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#### Delta Corporation - 2000 - 2005

- Clients were pleased to present a different look at minimal expense with a quick turnaround.
- Developed corporate communications and first-generation B2B collateral targeting investors and business partnerships, elevating brand positioning.
- Led a highly successful branding initiative for the company's first acquisition of luxury property contributing to significant sales to lead generation.
- Developed and integrated a user-focused design process into the

software lifecycle.

- Seamlessly managed the UX design team, graphic design team, and product marketing design team simultaneously.
- Built a cohesive department leveraging a wide variety of employee backgrounds such as ergonomics, psychology, design, and software development.
- Shopping Center, Casino, Condominium design.

## **EDUCATION**

- Bachelor Of Science

## **SKILLS**

Assisting, MS Office, Directing.