

ROBERT SMITH

Interactive Art Director

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SUMMARY

Seeks to utilize design and technical skills in a web or print-oriented environment. A passionate, effective leader with the desire to promote systemic change for children and families in at-risk communities.

SKILLS

Web Design, Art Direction, Graphic Design, Photoshop, Illustrator.

WORK EXPERIENCE

Interactive Art Director

ABC Corporation - April 1996 – May 2000

- Design and development of websites from concept through technical coding.
- Animated banner and digital P.O.P. design and development.
- Design of layouts, original artwork, and the completion of all art production.
- Worked with clients and independently carried out print projects from concept to pre-press stage.
- Involved in planning projects with other designers, copywriters, and account executives to exceed client expectations.
- Design, layout, and production of various brochures, and P.O.P.
- Have delivered an instinctual understanding of the technical aspects of web design focused on outbound email campaigns and CRM solutions previously.

Interactive Art Director

Delta Corporation - 1995 – 1996

- Design | Concept | Interface Design | Print Production | Sound Design | Illustration.
- Produced cutting-edge, web-based marketing solutions such online advertising campaigns, corporate web sites, and multi-media presentations for local .
- Accounts included Abbott Pharmaceutical, Bushnell, OERB, Conagra Foods, Dominos, Pemmican, Ultragrain, Saint Francis Hospital, Sams Club.
- Have delivered an instinctual understanding of the technical aspects of web design focused on outbound email campaigns and CRM solutions previously .
- Use direct response Email campaigns for a major financial institution to promote their Savings and Funds properties (i.e.
- Email Sweepstakes and Viral Email Campaigns) Help new online marketing division of the bank bridge from traditional marketing techniques to a more .
- Designed and develop Flash based websites for variety of clients - Designed and develop Advanced Flash based animations - Designed Flash video based .

SCHOLASTICS

- B.A. in Advertising - (Michigan State University - East Lansing, MI)