

# ROBERT SMITH

## Interactive Art Director

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As an Art Director/Graphic Designer would like to share days with a fun, motivated, forward-thinking, creative group - working on a variety of projects, from identity and package to television and web.

## EXPERIENCE

### Interactive Art Director

#### ABC Corporation - OCTOBER 2011 - FEBRUARY 2013

- Designed and concept for digital marketing campaigns across the public website, email marketing, social media outlets, and other digital media.
- Ensured that all digital content and campaign designs are consistent with product messaging and brand standards.
- Collaborated with Account Managers and Project Managers for workload prioritization to assure solid processes are established for ongoing completion of work.
- Researched and maintained knowledge of emerging technologies and how they may optimize current business practices.
- Contributed additional resources, as operations may require in achieving objectives.
- Worked on a team of interactive art directors delivering banner ads, emails, and landing pages for direct marketing customers.
- Created a multitude of animated flash banners and gained experience with online advertising standards.

### Interactive Art Director

#### Delta Corporation - 2008 - 2011

- Senior-most art director with a focus on web design & development for e-commerce websites serving womens jewelry & fashion industries.
- Created direct marketing/demand generation digital brand experiences for various consumer-focused clients, including Cisco, Dockers, Hitachi, Levis .
- Art direction for B2B and B2C interactive marketing materials for human and animal health clients.
- Led and executed key Weightwatchers.com, web sites design projects, such as Global Meeting Finder, SubscriberOs home page, sign up application and .
- Designed Weight Watchers award wining winter campaign video hub page (2008 Flashforward 1st Prize in Flash and video category).
- Supervised and mentored senior and junior designers, ensuring their integration in to projects.

- Created the new templates and oversaw all Weight Watchers foreign direct mail design and integration.

## **EDUCATION**

- B.F.A in Communication Design - January 1997(The College For Creative Studies - Detroit, MI)

## **SKILLS**

HTML, Photoshop, Illustrator, Indesign, AfterEffects, Acrobat, Microsoft Office, Dreamweaver.