

Robert Smith

Associate Art Director

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SUMMARY

Expertise in creating clean and engaging design solutions incorporating strong typography and art concepts for publishing, retail, and hospitality industries. Including brand identity, book jacket/interiors (over 75 covers, including celebrity titles), fashion/editorial layouts, brand identity, marketing collateral, merchandising displays.

SKILLS

Publishing, Designing, MS Office Suite,

WORK EXPERIENCE

Associate Art Director

ABC Corporation - January 2003 - April 2005

- Led up to 10 designers as well as off-site freelance contractors and illustrators in developing content, marketing, and design for 100+ books annually.
- Primary art director in the licensing department to ensure a coherent vision between the client and the organization.
- Guaranteed client relationships with prominent licensors were maintained and continually improved upon.
- Directed cross-functional team members in publishing, editorial, sales and marketing, and production to meet tight deadlines.
- Forged and maintained strong relationships with prominent licensing contacts MGA and Hasbro by producing licensed formats with long-term success in the marketplace.
- Instructed the design staff in Adobe CS programs which thereby increased their productivity.
- Responsible for creation and management of all promotional materials as well as conceive marketing incentives.

Associate Art Director

Delta Corporation - 1999 - 2003

- Designed magazine page layouts.
- Created all illustrations, headlines and the general look and feel of the magazine.
- Collected and maintained images for the photo library which was shared throughout the office.
- Worked with tight deadlines in a team-oriented environment.
- Designer of select covers, fashion features and front-of-book pages in collaboration with Creative Director Katia Kuethé, throughout the 1+ million .
- title, overseen by Conde Nast Artistic Director, Anna Wintour Proposed and implemented new typefaces and refreshed type treatments, as well as .
- Designer of front and back-of-book pages, including the management of retouching and color throughout the FOB Instrumental in Spring 2012 magazine.

EDUCATION

Bachelors in Visual Communications - (SUNY Farmingdale - Farmingdale, NY)