

George Anthony Robles



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Skills

Creative Direction

Cross-Category Apparel Design

Graphic Design

Merch Design

Label System Development

Social Media Content

Design Strategic Planning

Team Leadership and Collaboration

Tools

Adobe Photoshop

Adobe Illustrator

Adobe Lightroom

Adobe InDesign

Accomplished apparel Creative Director / Graphic Designer with expertise in leading apparel design initiatives, driving successful projects, and creating visually captivating experiences for brand growth.

Experience

Confidential - Contractor, Full time Remote

2021 - 2023 / Graphic Design / Social Media Content Design / Label System Development

- Worked as a graphic designer for a confidential apparel company, focusing on developing impactful visual content for social media platforms.
- Designed and executed graphics for social media campaigns, advertisements, and promotional images.
- Played a pivotal role in graphic design initiatives necessary for cross-category apparel development.
- Contributed significantly to the development of a label system, ensuring brand consistency across various product lines.

Sony Music / The Thread Shop, NYC - Contractor, Full time

2016 - 2017 / Merchandise Design / Graphic Design

- Played a pivotal role in merchandise design and graphic design initiatives at Sony Music and The Thread Shop.
- Created compelling merchandise designs that aligned with artist branding and deeply resonated with fans, resulting in increased merchandise sales.
- Developed eye-catching graphics for promotional materials, including posters, banners, and online advertisements.
- Collaborated with cross-functional teams, including marketing and production, to ensure the successful execution of design projects.

Universal Records / Bravado, NYC - Full time

2010 – 2014 / Creative Director / Cross-Category Apparel Design

- Spearheaded the creative direction for Universal Records, Trukfit, and later Bravado, leading music merchandise companies.
- Conceptualized and developed innovative designs for a diverse range of apparel categories, including t-shirts, hoodies, headwear, and accessories.
- Collaborated with artists, musicians, and brand partners to create unique and compelling merchandise designs that deeply resonate with fans.
- Maintained a keen eye for market trends, incorporating them into the design process to drive sales and maintain brand relevance.

Roc Apparel Group, NYC - Full time

2001 – 2010 / Creative Director / Cross-Category Apparel Design

- Directed creative strategies and oversaw the design process for Roc Apparel Group, a prominent fashion company.
- Developed and executed design concepts for a wide range of apparel categories, including men's and women's clothing, footwear, and accessories.
- Managed a team of designers, providing mentorship and guidance to foster their professional development.
- Established strong relationships with manufacturers and suppliers to ensure high-quality production and timely delivery.

Interest



Photography



Videography



Aerial photography



E-boarding