

Robert Smith

Creative Designer

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SUMMARY

Over 8 years experience in graphic design, web design, web development and architectural graphics.

SKILLS

Graphic Design, Branding, Rebranding, Advertising, Print, Web, UI, UX, Storyboarding, Copywriting, Events, Mockups

WORK EXPERIENCE

Creative Designer

Nina Simmons Designs - January 2016 - Present

- Efficiently and effectively administer creative design projects in support of brand identification and advertising programs.
- Established the overall style for marketing collateral for the sales team resulting in a 12% increase in gross revenue.
- Engage clients in the design process to ensure that their requirements and needs are met and they are completely satisfied with the project results.
- Designed social media marketing campaigns for a publishing company generating a 30% increase in gross revenue.
- Utilize expertise and current best practices to assure quality of images, content and brand compliance for stakeholders.
- Create brand style guides and design any graphics elements adhering to brand standards - tackled faulty brand consistency/perception.
- Oversaw creative aim for corporate marketing collateral - boosted marketing campaigns

Graphic Designer

Gravotech, Inc. - May 2013 - April 2016

- Developed, rendered, and expanded art concepts throughout the production of advertising campaigns.
- Collaborated with global multi-disciplinary team to develop designs for in-house marketing initiatives.
- Conceived original designs and marketing concepts used in print and digital advertising.
- Foster trusting relationships with clients to safeguard clear and concise communication is achieved and confidence is established.
- Worked closely with business team in brainstorming to annual product strategy, and on projects.
- To increase sales revenues with creative and visual outputs. Design experience.
- This is Dummy Description data, Replace with job description relevant to your current role. In case if you dont need it you can delete it.

EDUCATION

Master Of Art in Advertising Design - May 2011(Savannah College Of Art And Design - Savannah, GA)

Bachelor Of Science in Studio Art - December 2008(Florida State University - Tallahassee, FL)