

# George Anthony Robles

## Contact

- 1.201.245.1132
- [linkedin.com/in/georgearobles](https://www.linkedin.com/in/georgearobles)
- [behance.net/georgeanthonyrobles](https://behance.net/georgeanthonyrobles)
- [g.a.robles@icloud.com](mailto:g.a.robles@icloud.com)

## Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- Adobe InDesign
- FinalCut Pro

## Skills

- Creative Direction
- Cross-Category Apparel
- Design
- Graphic Design
- Merch Design
- Label System Development
- Social Media Content
- Design Strategic Planning
- Team Leadership and Collaboration

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

### PRPS, NYC - Contractor, Full time Remote

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

- Worked as a graphic designer 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 label systems, 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