

George Anthony Robles

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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-sports

