ROBERT SMITH

Lead Art Director

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Created designs, concepts and sample layouts based on a wide range of layout principles, esthetic design and been able to maintain government regulations/standards when required. Five plus years of on the job experience with layout for products and/or services through the entire creative process, ex: rough sketches, final layout, revisions and finalization. With a gentle hand of guidance and a 'team moral boosting' style of learning I have assisted teams of graphic designers in working seamlessly to provide packaging on a tight deadline, with less than five percent error rate.

JUNE 2008 – MAY 2013
LEAD ART DIRECTOR - ABC CORPORATION

- Marketing Maintenance and publication of electronic manuals, flyers and promotion materials.
- Design Subject matter expert on food packaging regulations, brochure development, and photography.
- Communications and Media Knowledge of communication techniques and methods.
- This includes alternative ways to inform via written, oral, and visual media.
- Customer and Personal Service Oversight of customer service functions, including phones and email.
- Training and speech delivery, in person and via web conference.
- Personnel and Human Resources Create and build a team to assist with generating detailed packaging and increase communication.

2004 – 2008
ART DIRECTOR - ABC CORPORATION

- Art directed WWF Ball Campaign
- Conceptualized and designed posters, event tickets, program, stickers and collateral items such as beer glasses, coins and lanyards
- Prepared and presented the campaign
- January 2014 - March 2014 Design Team I - FML (Fix My Life) Product Produced a design based-product to make and sell online
- Personalized and customizable boxes for a loved one
- Packaged a tangible package design was printed and constructed for 4 different products
- Deployment, Kids, Woman, Break-Up Box.

EDUCATION

Bachelor's in Art Instruction Schools - (Florida State University - Tallahassee, FL)

SKILLS

Senior Graphic design, Art direction, Packagind Design, Brand Identity Design, Editorial design, Print design, web design, mac platform, Adobe creative Suite.