ROBERT SMITH

Art Director

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My portfolio: aditargownik.com I'm an experienced creative art director who worked on several leading brands in all media, below and online (ATL/BTL/Digital). Always thriving to find the perfect balance between great design and consumer experience, while trying to push for bold creative concepts. I've won awards and my short film was featured in festivals all over the world. Specialties: concept, creative, planning, design, branding, copywriting, UX, 3D, compositing, video editing.

EXPERIENCE

Art Director
ABC Corporation - AUGUST 1993 – DECEMBER 2008

- Responsible for $500,000 printing and advertising budget.Assured timely delivery of product to our warehouse.
- Kept costs underbudget with highest quality.
- Directed the pre-press, production, printing and print buying of all limited edition art prints.
- Approved color proofs and okayed color on press runs.
- Coordinated shooting of all original artwork including approving color on all 8x10 transparencies.
- Creative director and designer for all sales materials including catalogs and advertising.
- Approved catalog press runs.

Art Director
ABC Corporation - 1990 – 1993

- Directed private label and original packaging, including boxes, inserts, hangtags for masks, costumes and accessories
- Directed catalog pages for two 600+ page catalogs
- Supervised licensed packaging closely, followed licensing style guides from such licensers as DC Comics, Hanna-Barbera, Warner Bros., Dreamworks Animation L.L.C., Lucasfilms Ltd, New Line Cinema and various others
- Coordinated design of web ready artwork to be added to Cold Fusion database and flash sites
- Retouched all photography of costume and product shots
- Designed mock-ups and final packaging for private label for such clients as Walmart, Kmart, Target, Party City, Party America, Spencers Gifts and Toys RUs
- Designed Point of Purchase displays and signage for both in-house and external venues.

EDUCATION

- Bachelor in Psychology - (University of Denver)

SKILLS

Graphic design, ad lay-out, press knowledge, color placement, typing, filing, faxing, website design.