

# ROBERT SMITH

## Associate. Senior Art Director

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Problem solver who thrives equally well independently or as part of a creative team. Currently seeking full-time employment but would consider contract-for-hire or freelance assignments. Enjoy collaborating with clients to gain a deeper understanding of their passions and objectives.

## EXPERIENCE

### Associate. Senior Art Director

#### ABC Corporation - AUGUST 1999 - NOVEMBER 2015

- Designed marketing communications and brand identity projects and institutions in both print and motion graphics for digital media.
- Designed ads in print as well as animated banners for online media, campaigns, and trade show graphics.
- Created infographics for print and digital consumption.
- Worked independently, as well as part of a team, of the project and also interfaced with clients, photographers, and printers.
- Experience in all phases of the job allowed expediting projects in a timely fashion.
- Utilized to create graphics and also to troubleshoot or improve supplied artwork or artwork that was problematic.
- Skills Used Layout and design skills in Adobe InDesign, layout and illustration skills in Illustrator, Photoshop, motion design skills in Flas.

### Associate. Senior Art Director

#### ABC Corporation - 1994 - 1999

- Created print and multimedia materials for a diverse client base including AT&T, Johnson & Johnson, Coca-Cola, B&G Foods, AAA, and Whitehall-Robins.
- Supervised creative & production teams in the development of unique promotional materials.
- Revitalized client products through development and launch of promotional strategies and collateral design pieces.
- Selected to be the leading Art Director to collaborate with the internal broadcast division for all projects requiring creative direction.
- Dedication directly contributed to the success of DVC as Promotion Magazines &quot;Agency of the Year&quot;.
- Established the lucrative, high resolution-imaging department.
- Founding Art Director of DVCs Interactive division..

## EDUCATION

- BS

## SKILLS

Highly Proficient In Adobe InDesign, Illustrator, Photoshop, Flash And Edge Animate.