

# Robert Smith

## Senior Interactive Art Director

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### SUMMARY

Seeking a position where my clerical and my skills of working with others along with my professional experience can be fully utilized.

### SKILLS

Microsoft Office, Web Design, Web Development.

### WORK EXPERIENCE

#### Senior Interactive Art Director

ETL Interactive - 2014 - 2019

- Created interesting logos and designs for schools, businesses, and individuals.
- Designed and ordering system that went from sales through delivery of products.
- Designed a Magazine for community sports programs to pick designs and order online or by phone.
- Learned to digitize art so that designs could be printed or embroidered onto a variety of products.
- Improve production by working with artists and other staff.
- Met with clients to develop designs.
- Mentored artists to teach design techniques, and new software programs.

#### Art Director

ABC Corporation - 2009 - 2014

- Responsibilities Publication ads Trade show graphics Outdoor / billboard campaigns including digital boards In-terminal airport advertising -a form of point of sale advertising
- Vehicle graphics for Taxi, SuperShuttle, and Bus Logo design -Developed logo and trademark families and their application guides; Internal marketing promotion materials and posters; Ads and digital banners for sports venues (local and national venues); Airport ticket booth designs with branded graphics and wayfinding signs; Covers for corporate publications, RFPs, reports and training materials; Photography and graphics for posters for the training department
- Grand opening campaign graphics, ads, invitations, and collateral materials; Seasonal promotional materials -to increase revenue during seasonal slow times; Web ads, banners, buttons, and assorted graphics Accomplishments My personal accomplishments were small
- But I was the creative department during the time the company grew from 10 airports serviced to today more than 45 plus Mexico, Netherlands and France
- SuperShuttle added ExecuCar (a black car service) to all SuperShuttle location and 5 charter bus locations
- Also numerous taxi companies in eastern states
- Skills Used Mac OSX Creative Suite MS Office Photography

### EDUCATION

BA in GRAPHIC DESIGN - (UW WHITEWATER - Whitewater, WI)