

# ROBERT SMITH

## Integrated Art Director

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### SUMMARY

Creative graphic designer who has designed for both print and digital successfully. I have worked in photography studios, marketing departments, newspaper office, and a publishing company. I work hard to make the branding and material from my company look great.

### CORE COMPETENCIES

Adobe Creative Cloud Programs, Microsoft Office, Email Marketing, Digital Publishing.

### PROFESSIONAL EXPERIENCE

#### Integrated Art Director

ABC Corporation - 1999 – 2000

##### Key Deliverables:

- Provided design direction for three monthly magazines reaching over 110,000 readers.
- Created cover and interior design, and layout of the Southeast and South Central Wisconsin publications.
- Communicated clearly with clients relating to the development of their ad designs.
- Provided art direction, photo styling and assistance on photoshoots.
- Advanced company branding via the design of promotional materials, including media kits and event displays.
- Developed and directed marketing strategies on company website, email blasts and social media.
- Proofed and performed prepress production.

#### Art Director

ABC Corporation - 1995 – 1999

##### Key Deliverables:

- Responsibilities Speaking with clients to set deadlines and expectations
- Contacting customers via email and phone
- Creating a variety of graphic design work with Adobe Photoshop and Adobe Illustrator
- Designing televisions ads with Adobe After Effects and Adobe Premiere
- Using Basecamp to communicate with team members and clients
- Updating client information in Highrise
- Meeting with other team members to discuss various methods of improving company performance.

### EDUCATION

- Masters of Fine Arts in Web Design and New Media - January 2009(ACADEMY OF ART UNIVERSITY)