

Art Director

ROBERT SMITH

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Objective

Seasoned, multifaceted creative professional with 15 years of experience. Offering a diverse combination of skills encompassing creativity, client relations, project management, copy editing, proofreading, and master data system management. Distinguished by proven ability to take complete ownership of projects by utilizing those skill sets along with keen attention to detail, effective communication, and solid core values.

Skills

Current On Mac System OSX, Adobe CC 2015 - InDesign, Illustrator, PhotoShop, Acrobat, Muse, Quark XPress, Microsoft Excel & Word, HTML/CSS, Dreamweaver, Highly Developed Illustration Skills Using Digital And Traditional Media.

Work Experience

Art Director

Tminus1 Creative - August 2005 - 2019

- Entrusted to complete high-budget (up to 1M) print catalogs and technical guides from delivery of creative concept to press check for global life sciences client.
- Develop, collaborate with, and direct creative team to create concepts based on the clients vision, while guarding brand standards.
- Participate in regular client status calls to ensure longterm projects remain on schedule.
- Manage master data system content to utilize in publications intended for localization into six languages.
- Provide ongoing support and training to in-house freelance designers and global localization teams on master data management system operation.
- Prepare print-ready files, review and sign off on printer proofs, and attend press checks.
- Additional areas of design Web sites, banner ads, branding/logos, photo retouching, illustration, and photo shoot direction.

ART DIRECTOR

ABC Corporation - 2004 - 2005

- 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.

Education

Associates Degree in Specialized Technology in Visual Communications/Advertising/Illustration -
1992(Art Institute of Philadelphia - Philadelphia, PA)