

# Robert Smith

## Art Director/Graphic Designer

### PERSONAL STATEMENT

Knowledgeable, bilingual graphic designer who thinks creatively, has great commercial awareness and a thorough understanding of technology and production. Experienced in developing effective graphic communications for clients in education, banking, nonprofits, health care, hospitality and legal services.

### WORK EXPERIENCE

#### **Art Director/Graphic Designer** **ABC Corporation - January 2015 - May 2016**

##### *Responsibilities:*

- Managed the online design team working on tight deadlines to deliver email campaigns, online interactive catalogs, social network assets, sweepstakes and promotional items for this retail giant.
- Worked closely with merchant teams, copywriters, marketing managers and photographers from ideation to fully produced products to an audience of 7 million+ customers.
- Worked with front-end developers and product managers to redesign CPWM site from a user-centered perspective.
- Updated the product page and checkout process beginning with initial sketches, through wireframes, user research and A/B testing.
- Developed email templates based on user research and A/B testing for easily updatable email campaigns that enabled designers to quickly construct and send segmented messaging to a large database.
- Created a mobile application working directly with social media teams and programmers to highlight new seasonal products.
- Designed the site flow and all visual elements.

#### **Art Director** **ABC Corporation - 2014 - 2015**

##### *Responsibilities:*

- Creative Services Provide art and photo direction, layout, design and production for all agencies client ad and collateral materials, uploading files to printers
- Work with staff photographer on digital and traditional photography
- Perform photo retouching and photo composites
- Collaborate with outside web developer on the look and functionality of client websites
- Aid in setting up agencies first server
- Set up a file naming and archiving system that greatly improved ability to locate jobs quickly
- Clients include Malish Plastics, Hygrade Products, IMS, DM Systems and many more.

### **CONTACT DETAILS**

1737 Marshville Road,  
Alabama  
(123)-456-7899  
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[www.qwikresume.com](http://www.qwikresume.com)

### **SKILLS**

Computer Literate,  
Dewey Decimal System,  
Art Direction.

### **LANGUAGES**

English (Native)  
French (Professional)  
Spanish (Professional)

### **INTERESTS**

Climbing  
Snowboarding  
Cooking  
Reading

### **REFERENCES**

Reference - 1 (Company Name)  
Reference - 2 (Company Name)

## Education

MFA in Electronic Media - (University of Colorado - Boulder, CO)