

ROBERT SMITH

Asst. Senior Art Director

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SUMMARY

Dedicated and focused professional that has experience working with equipment maintenance and team supervision that management and manufacturing experience. Strong customer service skills and satisfaction to deliver a great customer experience.

SKILLS

Indesign, Photoshop, Illustrator, Microsoft Word, Ms. Word, MS Office, Outlook.

WORK EXPERIENCE

Asst. Senior Art Director

ABC Corporation - October 1998 – April 2002

- Supervised and mentored a group of five web designers, HTML coders, and programmers.
- Assisted project managers and online strategists to insure creative design and functionality were consistent with client objectives.
- Managed all aspects of interactive projects from inception to completion, and conceptual to client support, and final project launch.
- Directed and developed creative for assigned projects and insured that all client objectives were met.
- Developed content, creative briefs, wireframes, and interactive IAs for clients using QuarkXpress and Adobe Illustrator.
- Interacted with clients to discuss creative and functional possibilities and marketing strategies for their website or online promotion.
- Designed and directed the development of promotional websites, modules, banners, and games for clients using Adobe Photoshop.

Asst. Senior Art Director

ABC Corporation - 1996 – 1998

- Managed art direction and redesign of all US Lifestyle sites and AOL Latin America services.
- Guided team of 10 in art direction, planning and launch of websites and redesigns.
- Collaborated with editorial partners to identify target audience profiles, market trends, and competitive positioning to facilitate product strategy development.
- Fostered team development and mentoring through strong communications, transparency and creative culture.
- Key Achievements Optimized user experience and SEO through design of new site architecture and UI for AOL Health that evolved the content strategy and utility health tools, increasing audience engagement by 58%.
- Repositioned AOL Latino brand to appeal to english-dominant and bi-cultural audience, driving revenue growth by \$6M annually through 77% traffic increase.

- Led redesign of AOL Living site, leveraging SEO and improved UX to increase unique visitors by 6% and revenue by 28%..

SCHOLASTICS

- Diploma