

Senior Art Director

ROBERT SMITH

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Objective

Obtain a position that will provide me the ability to apply work experience to a growing company. Look forward to working with a company that promotes quality products and services and provides the opportunity to meet and exceed assigned tasks and goals.

Skills

Art Direction, Graphic Design, Web Design, Photography, Adobe InDesign CS5, Adobe Photoshop.

Work Experience

Senior Art Director

ABC Corporation - February 1997 - May 2013

- Responsible for concept, graphic design, copywriting, web design art direction, photography and print buying for the in-house corporate Art department.
- Designed color catalogs for the medical and hospitality industries.
- Attend bi-monthly meetings with senior marketing executives to present wall graphics.
- Implemented an in-house soft proofing system generating a cost savings of Managed corporate Art department staff.
- Responsible for all Macintosh computer equipment and photography purchased and maintenance.
- Travel on location to photograph each catalog cover and additional merchandise in studio.
- Work directly with the printer to shade match all loréal cosmetic products.

Senior Art Director

ABC Corporation - 1992 - 1997

- A B2B demand generation and full service design firm focusing on the tech industry.
- Developed multi-touch lead generation campaigns for Fortune 500 technology companies and partners.
- Responsible for all aspects of campaigns, from strategy to execution.
- Built and led tightly integrated creative teams.
- Performed creative brainstorming, proposal, development and execution.
- Campaigns routinely outperformed industry standards by 20% or more.
- Developed and art directed the creation of the IDS Technology Marketing brand.

Education

BS