

ROBERT SMITH

Creative Art Director

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SUMMARY

An award-winning designer with over a decade of experience conceptualizing dynamic print collateral and online media, as well as a leader of creative teams who focus on each team members' innate talents to work smarter and maximize workday enjoyment, while streamlining the design process. I spend my days creating original ideas / deliverables that fulfill client objectives and fetch profits. As an organized and kind design director, I strive to achieve ultimate design-best-practice while adding substance, creativity and reason to the daily rituals of a design department.

SKILLS

Talent: Instinctive Ability To Exercise Good Judgment.

WORK EXPERIENCE

Creative Art Director

ABC Corporation - January 2012 – August 2012

- Art direct agency design staff, as well as freelance designers and copywriters, while taking time to focus on conceptualization of every project and design projects assigned to me, reporting directly to the creative director / business owner.
- Act as project manager, client contact for all clients, account executive, manage vendors.
- Mentor staff, hire and let go of staff members.
- Define project management software, keeping entire agency on task.
- Achievement Highlights Establish look and feel, as well as art direct and design the high end life style publication, Diamond Cake.
- Art direct highly successful housing campaign for UNLV.
- Establish brand standards for new LV business, Dollheads (blow-out bar on the strip).

Art Director

ABC Corporation - March 2007 – May 2008

- Creatively targeted comprehensive marketing campaigns toward multiple demographics.
- Oversaw sales and promotions store-wide, ranging from clothing to home and accessories.
- Ran a team of designers and copywriters, working closely with media buyers in a creative department of about 30 people.
- Photo art directed photo shoots for all holiday marketing collateral.
- Coached and mentored junior designers, guiding them on staying on-brand and on-trend.
- Developed all Macys print materials with an ongoing creative process.
- Achievement Highlights Participated and led brainstorming sessions and discovery meetings.

SCHOLASTICS

- Bachelor of Fine Arts in Graphic Design - (Art Institute of Seattle)