

ROBERT SMITH

Senior Art Director/Specialist

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

Detail-oriented design professional with Strong service and team orientation extensive, results-oriented experience in creative environments. Proven expertise in the areas of Macintosh graphics software programs, Graphic Design creative direction, conceptualization, graphic design, and digital illustration.

CORE COMPETENCIES

Illustration, Graphic Design, Art Direction, Client Relationship Management, Concept Development.

PROFESSIONAL EXPERIENCE

Senior Art Director/Specialist

ABC Corporation - 1997 – 2001

Key Deliverables:

- Designed promotions, sales and merchandising materials for Salons.
- Developed graphics and collateral for incentive programs and hair color product lines supporting corporate strategies.
- Interfaced with freelancers, copywriters, photographers, and printers to maintain marketing goals at high-quality standards.
- Contributed value in such areas as Increased profits over of all Matrix innovative promotional package design.
- Envisioned and art directed animation sequences of a patented video and used as sales imagery in print collateral.
- Team support to amplify annual sales to \$36 million for four hair colors and maintaining brand design standards.
- Balance budget allotted for retouching, shade matching, mechanicals, and comps.

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ABC Corporation - 1996 – 1997

Key Deliverables:

- in a large in-house agency environment.
- Worked as part of a creative team on various corporate campaigns as well as affinity marketing for corporate partners.
- Strategic approach taken to creative problem-solving throughout concept, design, presentation and project management.
- Collaborate with fellow creatives and marketing partners to deliver targeted creative.
- Functioned as Assistant Creative Group Head on Admin Team and Associate Creative Head over the MBNA Consumer Finance portion of the business.

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- Clientele MBNA America Admin, Investor Relations, US Card Direct Mail, Consumer Finance, WorldPoints Rewards, MBNA Canada, Financial Advisory Service, GoldOption/ULOC, GoldCertificates, RFP/Sales Presentations.
- Affinity Marketing - Merrill Lynch, UPromise, Colleges and Universities, AOPA, NFL.

EDUCATION

- BS