

Asst. Senior Art Director

ROBERT SMITH

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Objective

Highly and detail-oriented design professional with Strong service and team orientation extensive, results-oriented experience in creative environments. with demonstrated competencies in Proven expertise in the areas of Macintosh graphics software programs, Graphic Design creative direction, successfully achieve planned goals and objectives.

Skills

Adobe Creative Suite, Design, Design, Communication, Ms. Word, MS Office, Outlook, Office: Word, Powerpoint.

Work Experience

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ABC Corporation - 1997 - 2001

- 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 promotional package design, marketing collateral.
- Envisioned and art directed animation sequences of a patented video and used as sales imagery in print collateral.
- Team support to amplify annual sales for hair color brand design standards.
- Responsible for design leadership on various projects such as online advertising, mobile apps, and social media integration.
- Attend meetings with senior marketing executives to present wall graphics.

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Bank Of America (Advertising) - 1992 - 1997

- 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 creative that is not only pushing the limits, but strategically sound, thus hitting the mark.
- Clientele MBNA Canada, Small Business Banking, Bank at Work, Bank on Campus, Associate Banking, Merrill Lynch, US Card Direct Mail, WorldPoints Rewards, RFP/Sales Presentations.
- Affinity Marketing - American Express entre, Starwood Hotels, LLBean, Ford, Comcast, Liz Claiborne, Alaska Air, CUETS, Sony, SmartCash, Choice Rewards, CAA-Quebec, NHL, CFL, Royal Canadian Legion, OFG, Kinecta, Canadian.
- December 2005 to Present (Transitioned to Consultant June 2015).

Education

BS