



Robert Buber

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Experience:

Bader Rutter, Nov. 2021 – Present.

Senior Art Director.

- Lead 360-advertising campaigns & pitches for key clients: Corteva & Pioneer.
- Mentor team & guide production vendors to push concept, copy, design, & branding.
- Supervise on-location photo & video shoots for high-quality & strategic consistency.

Fluent360 \ Team DDB, Mar. 2021 – Nov. 2021.

Art Director.

- Advise branded content from BET & partner agencies for the U.S. Army.
- Collaborate across agencies to produce cohesive, multi-channel social campaigns.
- Create & present videos, graphics, & influencer content to key Army clients.

FCB & Huge, Sep. 2020 – Mar. 2021.

Freelance Art Director.

- Develop look & feel for Bud Light & Budweiser's summer retail & on-site campaign.
- Refresh Alprolix & Juvederm websites, social media campaigns, & brand icons.
- Create on-site assets & store displays for Super Bowl sponsorship & Topps activation.

Lafayette American, Mar. 2018 – Jun. 2020.

Art Director.

- Pitch & lead art direction, concept, & design for AOR business, BorgWarner.
- Collaborate with photographers, directors, illustrators, & animators on project work.
- Rethink logo, look, & campaign for Detroit City's Dept. of Transportation.

GTB \ WPP Ford, Jan. 2015 – Nov. 2017.

Designer.

- Design graphics & key frames for Ford Bronco, Mustang, & Expedition launch campaigns.
- Layout Lincoln brand books, F-150 mail campaign, Ford Car campaign print ads.
- Update UI/UX for Ford.com's Build & Price page & landing pages for F-150 campaigns.

Education:

College for Creative Studies. 2015. Detroit, Michigan.
Bachelor's in Fine Arts; Major in Illustration; Minors in Advertising & Animation.

Skills:

Photoshop, CaptureOne, Illustrator, Procreate, InDesign, Keynote, Sketch, Aftereffects, Premiere, Davinci Resolve, Cinema 4D, Blender, video & photo direction, photo-editing, visual research, on-set production, retouching, motion graphics, graphic design, brand design, web layout, presentation, pitches, treatments, sourcing third-party vendors, mentoring writers & designers, conceptualizing & executing across media.

Awards:

Graphis Silver, 2021 & 2022. CommArts Award of Excellence, 2019.
D Show Best in Show & Best in Print, 2017. Adobe Design Achievement Award, 2015.