

# ROBERT BUBER

## Creative Lead, Brand/Social /Digital

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Portfolio: RobertBuber.com

## Experience:

February 2025 - Current, Lafayette-American (Detroit, MI.)

### Freelance Art Director.

- Lead UI, web design, brand systems, & social campaigns for Mazda CX-50 / CX-50 Hybrid.
- Lead OOH / experiential design for re-opening of Studio Museum in Harlem.

Clients: Mazda, Studio Museum Harlem.

November 2021 - January 2025, Bader-Ruttner (Chicago, IL.)

### Senior Art Director.

- Lead 360 marketing campaigns with creative teams & production partners, providing feedback & mentorship.
- Articulate, elevate, & present ideas to inspire & guide internal stakeholders, vendors, & clients.
- Oversee & organize production for motion design, photography, & video projects.

Clients: John Deere, Pioneer Seeds, Zoetis Animal Health, McCain Foods.

March 2021 - November 2021, Fluent360 / Team DDB (Chicago, IL.)

### Art Director.

- Consult with brands to create tailored, culturally-relevant content for multicultural audiences.
- Design & execute alternative high-quality solutions under pandemic limitations.
- Direct video content for campaigns, social media, & branded television.

Clients: U.S. Army, Jim Beam, AARP, Kohl's.

June 2020 - March 2021, FCB, Huge, & Verb Energy (Chicago, IL.)

### Freelance Art Director.

- Develop look and feel for seasonal retail campaigns across a wide range of branded touch points.
- Work with start-up founders to establish visual design language & social concept.
- Oversee production on Super Bowl sponsorship assets.
- Lead UI overhaul & on website & mail pieces.

Clients: Bud Light, Budweiser, Michelob Ultra, Alprolix, Juvederm, Verb Energy, Henry Ford Health Care System.

December 2017 - June 2020, Lafayette-American (Detroit, MI.)

### Art Director.

- Generate disruptive ideas for new business pitches, product launches, & design systems.
- Oversee vendors to create content such as videos, vinyl records, apps, & books.
- Lead creative initiatives for city-wide transit refresh & Indy500 sponsorship.

Clients: Jeep, RAM, BorgWarner, McClure's, Museum of Contemporary Art, Holocaust Memorial Center, City of Detroit.

January 2015 - November 2017, GTB / WPP Ford (Dearborn, MI.)

### Designer.

- Design high-quality materials (key frames, mock-ups, storyboards) for our brands' global campaigns.
- Develop brand books, brochures, print ads, & UI design across Ford & Lincoln's product portfolio.
- Collaborate in CX/UX innovation studio to develop new uses for our clients' technology.

Clients: Ford Motor Company, Lincoln Motor Co., WPP, Detroit Bikes, Purina, Johnson Controls.

## Education:

Bachelor's in Fine Arts (BFA) Major in Illustration, Minors in Advertising & Entertainment Arts.  
September 2011 - May 2015, The College for Creative Studies (Detroit, MI.)

## Skills:

Adobe Creative Suite (incl.: Photoshop, InDesign, Illustrator, After Effects, Premiere), Davinci Resolve, CaptureOne, Procreate, Keynote, Sketch, Figma, MidJourney, Cinema 4D, Blender, video direction, script writing, photo direction, photo editing, retouching, print layouts, motion graphics, graphic design, user interface, brand design, typography, public speaking, client relations, presentation skills, new-business, pitches, treatments, handling third-party vendors, leadership, mentoring creatives, building on current designs & campaigns, working within budget constraints, ability to multitask, strong attention to detail.

## Awards:

NAMA Best in Show, 2023 & 2024, Graphis Silver, 2021 & 2022, CommArts Award of Excellence, 2019,  
D Show Best in Show & Best in Print, 2017, Adobe Design Achievement Award, 2015.