

Robert Buber

Art Director, Creative Lead

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Summary:

An endless curiosity that fuels endless ideas. Robert Buber blends art, science, & commerce to deliver emotive advertising. He leads across disciplines. His drive for excellence pushes creative projects from concept to post-production; winning clients, results & awards.

Experience:

November 2021 - January 2025, Bader-Rutter (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, Corteva Agriscience, McCain Foods.

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

Art Director.

- Generate campaign platforms to reflect & respect our clients' multicultural customers.
- Design & execute alternative high-quality solutions under pandemic limitations.
- Direct video content for campaigns, social media, & branded television.

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

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

Freelance Art Director.

- Develop look and feel for seasonal retail campaigns across a wide range of branded touch points.
- Work with founders to establish visual design language & create first social media campaign.
- Oversee production on a range of custom-built assets for Super Bowl sponsorship.
- Redesign digital brochures, website, icons, & interactive mail pieces.

Clients: Anheuser-Busch, Juvederm, Verb Energy, Henry Ford Health Care System, Signature Aviation, California Tortilla.

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, Milk Bar, McClure's, Museum of Contemporary Art, City of Detroit.

January 2015 - November 2017, GTB (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 experience innovation studio to think new uses for our clients' technology.

Clients: Ford Motor Company, Lincoln Motor Company, Detroit Bikes.

Education:

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

Skills:

Adobe Creative Suite (incl.: Photoshop, InDesign, Illustrator, After Effects, Premiere Pro), Davinci Resolve, CaptureOne, MidJourney, Procreate, Keynote, Sketch, Figma, Cinema 4D, Blender, video direction, script writing, photo direction, photo editing, retouching, print layouts, motion graphics, graphic design, user interface, brand design, typography, persuasive public speaking, presentation skills, concept pitches, treatments, coaching third-party vendors, creative leadership, mentoring creatives, building on existing designs and 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.