

Robert Buber

Senior Creative.

Address: Chicago, IL (willing to relocate.) Portfolio: RobertBuber.com.
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Summary:

A conceptual mind with endless curiosity, Robert Buber has spent 9 years developing & executing compelling creative projects across a wide range of premium brands. He brings marketing strategy to life with narrative-driven visuals. His skill across media channels elevates his teams and the brands they touch. By pairing beautiful service with beautiful concepts, he's consistently client-facing, producing innovative award-winning ideas.

Experience:

2021 November - Present. Bader-Rutter (Chicago, IL.)

Senior Art Director.

- Inspires professional growth with extensive marketing knowledge, creative excellence, and enthusiastic mentorship.
- Leads art direction to translate marketing objectives into visually-crafted, multi-media channel campaigns.
- Generates interactive marketing ideas for new business pitches and collaborates outside of core accounts.
- Oversees external production vendors for docu-style video shoots, campaign films, and photo shoots.
- Adheres to brand guidelines to design clean, consistent layouts across product portfolio.

Clients: Corteva Agriscience, Pioneer Seeds, Zoetis Animal Health, McCain Foods.

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

Art Director.

- Design key frame art for Army recruiting initiatives across a range of media platforms focused on video, digital, and social.
- Organize and execute solutions for campaigns during pandemic (remote photo shoots, illustrators, archival footage).
- Generate concepts and oversee production for social media campaigns across U.S. Army's social accounts.
- Direct production vendors on the concepts, planning, branding, and editing for BET branded content.
- Advise on multicultural strategy and marketing objectives for clients, vendors, and partner agencies.

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

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

Freelance Art Director.

- Develop look and feel for Bud Light and Budweiser's retail summer campaigns across a wide range of branded touch points.
- Work with founders to establish visual design language and create social campaign concepts for the start-up, Verb-Energy.
- Oversee production vendors on the creation of assets for Super Bowl activation and Topps trading card partnership.
- Partner with scientists and writers to design website, presentations, icon set, and direct mail pieces for Alprolix.
- Expand Creative Director's concepts into multiple media platforms and layouts for client presentations.

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.

- Oversee third-party production vendors on campaign deliverables such as videos, posters, books, apps, and websites.
- Bring meticulous craft to pro-bono clients like Holocaust Memorial Center & Museum of Contemporary Art.
- Generate innovative ideas for stream of new business pitches, product launches, and design systems.
- Use craftsmanship and presentation expertise to help grow the agency from 3 to 30 people.
- Work with production and project management to shape creative pipeline processes.

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.

- Work with Creative Directors to design high-quality presentation materials (key frames, mock-ups, storyboards.)
- Develop, layout, print, and bind brand books for Lincoln, brochures for F-150, and print ads for car campaigns.
- Create and organize digital archive of Ford trucks, Ford magazine, and vintage ads for anniversary micro-site.
- Chosen to work on experimental design lab for innovative problem solving on a cross-functional team.
- Craft user interface of Ford.com with user experience team, adhering to brand standards.

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

Education:

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

Skills:

Adobe Creative Suite (incl.: Photoshop, InDesign, Illustrator, Aftereffects, 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, persuasive public speaking, presentation skills, concept pitches, treatments, coaching third-party vendors, creative leadership, mentoring creatives, building on current 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.