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**WORK EXPERIENCE**

**Art Director** | New England Studios

**June 2018 - CURRENT | Devens, MA**

* Led a team of 27 designers on a hit TV series, upgrading its visual effects and set design, ***contributing to a viewership of 4.6M+ per episode.***
* Directed the brand identity for a film trilogy, increasing its merchandise sales revenue by $32,901.
* Developed the background design and creative vision for a blockbuster film, which was nominated for 3 design awards.
* Rebranded a historical web series with modern design elements which grew viewership by 26% compared to its last run.

**Senior Graphic Designer** | Arnold Worldwide

**July 2012 - March 2018 | Boston, MA**

* Led a team of 6 designers to successfully develop 5+ brand identities, leading to a 34% rise in client retention rates.
* Used Adobe Creative Suite to create prototypes for 7 redesign projects, making all websites ***51% easier to navigate as per user feedback.***
* Collaborated with cross-functional teams to create one of the agency’s most highlighted work for Sam’s Club.
* Managed 2 high-profile projects simultaneously, meeting all budgets while boosting annual sales for both clients by 24%.

**Graphic Designer** | MullenLowe

**October 2009 - February 2012 | Boston, MA**

* Designed 47 visual assets, including landing pages and social media graphics, raising user engagement for multiple brands by 28%.
* Handled multiple design projects simultaneously, meeting strict deadlines with a 98% on-time submission rate.
* Crafted illustrations and custom graphics for 8 companies, maintaining a ***minimum positive feedback of 92% as per monthly feedback emails.***
* Participated in design workshops for rebranding, ideating an ad creative that inspired the agency’s new logo.

**Entry-Level Graphic Designer** | Genuine

**January 2009 - August 2009 | Boston, MA**

* Assisted in creating 3 brand guidelines, ensuring consistency across all business visions and themes.
* ***Produced original illustrations and graphics for 13 projects***, improving visual storytelling and social media advertisements.
* Presented initial design concepts to 4 clients, incorporating feedback to meet business and project objectives.
* Supported senior designers and art directors to brainstorm 14 design materials, demonstrating adaptability in a fast-paced working environment.

**EDUCATION**

**Bachelor of Fine Arts (BFA)**

**Graphic Design**

Boston University

August 2004 - June 2008

Boston, MA

**SKILLS**

# Visual Design

* Brand Identity
* Project Management
* Creative Vision
* Concept Development
* Adobe Suite
* Sketch
* Motion Graphics

**AWARDS**

This award is achieved for developing an innovative design in a movie.

YEAR 2021

BEST MOTION GRAPHICS & DESIGN

Telly Awards



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