

Selena Robleto
10 Monroe Street Apt. 301
Rockville, MD 20850
selena@selenarobleto.com
301.455.8302

EXPERIENCE:

Head of Graphic Design

Shakespeare Theatre Company, Washington, D.C. (2001–present)

- Provides creative direction on all graphic design, branding, print production, new media, web design and environmental graphics at the company.
- Centralized all design work in-house. Developed an internship program for graphic design and have mentored seven interns since 2002, three of whom were hired on as full-time members of the design team.
- Strategizes and develops creative solutions for a variety of in-house departments.
- Oversaw the implementation of a new branding strategy.
- Actively involved in the new media marketing campaign which includes social media marketing and video advertising.
- Oversaw the development of an organizational tracking and proofing system.
- Tripled the size of the original staff. Currently managing the full in-house design team.
- Strategizes, conceptualizes and art directs all photo shoots featuring high-profile artists.
- Additionally served as production manager as needed.
- Currently working with Paula Scher and Pentagram in the development and maintenance of the company's environmental graphics.

Graphic Designer

Laogai Museum Foundation (2008–present)

Graphic Designer

National Family Planning and Reproductive Health Association (2008–present)

Freelance Graphic Designer

Island Press (2005–present)

Freelance Graphic Designer

National Archives and Records Administration (2005–present)

Director of Marketing

Delaware Shakespeare Festival (2003–2007)

- Established branding and identity system.
- Managed all marketing for the organization.
- Conceived and implemented all marketing solutions and strategies, carried through by brochures, posters, postcards and direct mail campaigns.
- Designed all products and merchandise sold at the Festival.

Graphic Designer

Young Playwrights' Theater (2005–present)

- Established branding and identity system and a general guideline for consistency and usage.

Graphic Designer

Frank and Associates Advertising Firm (2000–2001)

Intern

FAB Gorgon Advertising (1999–2000)

GROUPS AND ORGANIZATIONS:

DC Design Babes, ADCMW, Refresh DC

SKILLS:

Completely proficient in Adobe Creative Suite, QuarkXPress and Microsoft Office. Working knowledge of Dreamweaver, HTML and Final Cut. Experience in environmental graphics design, signage, exhibition design, product design, video editing, web design, email advertising, branding and identity design and signage production. Art directed over 40 photo shoots.

EDUCATION:

The University of Delaware – Honors Program (2000)
BFA Degree in Visual Communications
Advanced Honors Certificate

ADDITIONAL

SKILLS:

Illustration, photography, art directed numerous photo shoots with high-profile personalities, bookbinding, some editing and proofing (uses the Chicago Manual of Style) and newspaper experience. Speaks Chinese and Spanish.

References available upon request.