

Rob McGarr

983 West Abbey Drive Medina, Ohio 44256

EMAIL mcgarr.rob@gmail.com

CELL (440) 212-3204

PORTFOLIO

robmcgarr.com/geometry

Work experience

MultiMedia Healthcare

Design Director, 2019–Present

- Lead a creative team of 3 publication designers.
- Oversee design management of 13 branded publications in the media portfolio.
- Serve as the primary design contact for all vendors, including those in India.
- Collaborate with others to create design goals and then direct efforts to meet them.
- Maintain and utilize knowledge of industry trends, competitive environment.
- Art direct *Medical Economics*, *Managed Healthcare Executive*, and *Drug Topics* magazines.
- Design conceptual covers and interior pages within the visual tone of the brand.
- Create innovative content solutions to deepen reader engagement.

UBM, Life Sciences division

Design Director, 2018–2019

- Led a creative team of 3 publication designers.
- Managed the *Oncology* publication redesign.

Art Director, 2014–2018

- Provided editorial art direction for *Medical Economics*, *Managed Healthcare Executive*, *Ophthalmology Times*, *Optometry Times*, *Healthcare Traveler* magazines.
- Led a creative team of 3 publication designers from 2014–2015. Together we served 13 print brands with editorial art direction.
- Wrote and led a presentation to editors promoting the practical value of editorial design.
- Conducted creative reviews of short-term and long-term projects.
- Provided leadership at cover meetings for each brand where visual solutions are developed.
- Served as a brand steward ensuring that ancillary creative works are in compliance with brand guidance and best practice standards.

Advanstar Communications

Art Director, 2008–2014

- Led a creative team of three publication designers from 2012–2014.
- Project management and creative oversight of *Ophthalmology Times*, *Medical Economics* publication redesigns.
- As Life Science Group redesign creative lead, I redesigned *Medical Economics*, *Drug Topics*, *Contemporary OB/GYN*, *Contemporary Pediatrics*.

Custom Media Group, Oct. 2009–Nov. 2010

This group was a small internal agency within the larger Healthcare Group.

All work was client-centered and regulated by the federal prescription drug industry (OPDP).

- Art directed projects included print supplements, web seminars, websites, podcasts, events, medical education and specialty media. Advised on outsourced work.
- Executed the promotion of all the above through print ads, eblasts, and web banners.
- Co-designed the 2010 and 2011 media kits for the entire 14-brand Healthcare Group in a way that gave our company a distinct business advantage over our competitors.

Medical Economics magazine

- Commissioned custom photography from across the US with an annual budget.
- Coordinated and managed the work of a supporting graphic designer.

Skills

Creative leadership
Conceptual and strategic designer
Image manipulation
Project management
Vendor relations
Adobe Creative Cloud
Editorial workflow systems
Project management systems
HTML/CSS

Education

Kent State University 1991–1994
BFA, Studio Art, painting

Art Institute of Pittsburgh 1988–1991
Associates Degree, Visual Communication