

Robbie Michael

Experience

RD2, Inc.

Dallas, Tx. - January 2008 - Present

Senior Designer

Primary Focus: Creating smart, innovative design for community focussed web solutions.

Duties Include: User interface design for b2b and retail clients, collateral design for print. Concepts and art direction for layout and photo shoots, print estimating, presentation preparation, and managing Jr. Designers.

Fusion Advertising

Dallas, Tx. - June 2006 - November 2007

Senior Art Director

Primary Focus: Art Director for mid-sized advertising agency.

Duties Included: Web site Design, maintenance and updates for b2b and retail clients. Collateral design for print; including brochures, sales sheets, pocket folders, direct mail, postcards, packaging, media kits, capability packets, cd packaging, trade show displays, company naming, branding and identity systems. Concepts and art direction for layout and photo shoots, print estimating, presentation preparation, and managing Jr. Designers.

David Sutherland, Inc.

Irving, Tx. - February 2002 - June 2006

Senior Designer

Primary Focus: Maintain online brand identity and ensure simple usability for five brands.

Duties Included: Web site design, maintenance and updates for new product launches, releases and press received, Enewsletters, database management and HTML emails. Collateral design for print; including sales sheets, catalogs, brochures, price guides, direct mail, postcards, national ads, packaging, media kits, press books, photo retouching and correction, indoor and outdoor signage. Concepts and art direction for photo shoots and all the misc. design the in-house department required.

Express Digital

Austin, Tx. - March 2000 - November 2001

Web Designer

Primary Focus: Create user interfaces for photography software and internet storefronts for professional, wedding and event photographers.

Duties Included: Front end design for mini, template-driven e-commerce packaged solutions. HTML invoices, Corporate identity and various print collateral.

Texas Medical Liability Trust

Austin, Tx. - February 1999 - March 2000

Graphic Designer

Primary Focus: Create marketing collateral for sales support.

Duties Included: Brochures, postcards, package design, flash presentations, sales packets, regional ads, photo shoot conception and art direction, web redesign and all the misc. design the in-house department required.

Helen of Troy

El Paso, Tx. - May 1998 - February 1999

Production Designer

Primary Focus: Create packaging solutions for Revlon, Dr. Scholl's and Vidal Sassoon appliances

Duties Included: Packaging mockups and die line creation, packaging art layout, instructional booklet type setting and illustration, photo shoot conception and art direction, photo retouching and correction.

Awards

Art Conspiracy 2 Poster 2007 Silver Addy & also accepted into the DSVC Professional Show

Education

New Mexico State University - Las Cruces, New Mexico - January 1993 - December 1997

BFA with emphasis in Graphic Design

Other areas of study: Screen Printing. Print Making, Illustration, Drawing, Photography and Art History

Contact Info

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Related Software

Adobe CS3

Quark

Flash

Dreamweaver

Fireworks

Skitch

Keynote

BEdit

HTML

CSS

Javascript

PHP

Office

Apple

PC