

Robert
Griffin

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SUMMARY

Over ten years of graphic design experience for maintaining, implementing, and revising brand standards. Provides a discerning eye for color, trend, and typography with thorough knowledge of the Adobe Creative Suite for print and web design.

SKILLS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Keynote
Microsoft PowerPoint
Microsoft Word
QuarkXPress
Photo retouching
Sketching
Trend research
Website design

CONSULTING

Bath & Body Works
Clinique
Coach
Donna Karan
Emeril
Hartmann
Kohl's
L'Oréal
Polo Ralph Lauren
Tricia Foley
Yves Saint Laurent

EDUCATION

2005 Graduate Degree in Graphic Design,
Portfolio Center—Atlanta, GA
2003 BFA in Graphic Design,
University of Louisville—Louisville, KY
1999 Graduate of Interlochen
Arts Academy—Interlochen, Michigan

EXPERIENCE

KOHL'S New York, New York

2016 *Consulting Art Director for Packaging*

- Rebranding and executing packaging for private label brands Jennifer Lopez and Fila Sport
- Directing and maintaining brand standards for Simply Vera Vera Wang, Lauren Conrad, and Food Network
- Managing a team of graphic designers to produce packaging, renderings, and presentations

ROBERT GRAHAM New York, New York

2012 to 2015 *Graphic Designer / Art Director*

- Coordinating eCommerce, Public Relations, and Visual Merchandising consistency for in-store, online, social media, and other consumer-facing collateral
- Revising and implementing branding standards for Robert Graham apparel and licensee product for advertising, packaging, eCommerce, and in-store items
- Building and leading teams to execute online and in-store needs
- Producing brand guidelines, packaging, gifts with purchase, signage, and tri-weekly email blasts
- Collaborating and assisting at photo shoots, seasonal market meetings, and special events

ESTÉE LAUDER—CLINIQUE New York, New York

2010 to 2012 *Consulting Graphic Designer*

- Creating visual presentations for global corporate events
- Editing and color correcting photographs for nation-wide campaigns
- Designing and prototyping visual displays for all Clinique locations
- Producing planograms for world-wide campaigns and single store special events

COACH New York, New York

2010 to 2011 *Consulting Graphic Designer*

- Designing and implementing layouts and graphics for Coach.com for US and Japan
- Creating the visual design for Coach Japan interactive mobile applications
- Coordinating imagery for Coach's US and Japan homepage and social networking sites

POLO RALPH LAUREN New York, New York

2010 *Consulting Graphic Designer*

- Creating and retouching textile patterns and prints
- Production for home textile presentations

TRICIA FOLEY DESIGN New York, New York

2009 to 2010 *Consulting Graphic Designer*

- Designing and producing a style guide and sales & marketing materials for Hartmann luggage
- Developing a new homepage and visual branding for Lenox china website
- Coordinating presentation and sales materials for Emeril and Donna Karan
- Creating the visual identity and promotional materials for The New General Store
- Providing calligraphy and photography for The New General Store's website and deliverables

MACY'S HOME FASHION OFFICE New York, New York

2007 to 2009 *Associate Graphic Designer*

- Designing, producing, and coordinating video sideshows for Macy's Home Fashion Office seasonal trend forecasting presentations
- Implementing an interactive website and publications for seasonal color and trend
- Liaison between the Fashion Office, print houses, and other presentation resources
- Color matching fabric swatches and CAD artwork
- Maintaining and updating a calendar of events for the department

COOPER, ROBERTSON & PARTNERS, INC. New York, New York

2006 to 2007 *Junior Graphic Designer*

- Designing urban development manuals and architectural proposals
- Creating presentation boards, brochures, postcards, monographs, and promotional mailings
- Editing, scanning, and retouching photographs
- Preparing, PowerPoint shows including type, images, blueprints, charts, and graphs