



Senior Art Director with not only strong design skills but the ability to hear a client's needs, deliver and go beyond expectations. Have worked on various promotions, direct marketing packages, marketing collateral, identities, branding, A consistent positive attitude. Always open to learning and growth opportunities. A good collaborator and team player. Easy-going and committed to getting the job done...all without attitude. Fluent in Photoshop, Illustrator, InDesign and Quark.

## **EXPERIENCE**

### **ROB WATERS DESIGN 1980-PRESENT**

- CHICAGO - Launch Creative, TimeLine Theatre, Brigandi & Assoc., I4I Worldwide, Draft, Draupnir LLC, Victory Gardens Theater, Chicago Opera Theater, GSP Marketing, J. Brown and Assoc., Mindwave Design, The Joffrey Ballet of Chicago, Urban Gateways, NovaMed, AMOCO, Adrienne Weiss Corp.
- BOSTON - Boston Theatre Works, Point Foundation, Victory Gardens Theater
- ARIZONA - Arizona Theatre Company, Intergroup Health Care Corporation, The University of Arizona, Weiser Lock, Nordensson/Lynn Advertising, Arizona Public Services, Arizona Commission on the Arts.
- NEW YORK CITY - J. Walter Thompson, New York Daily News.

### **MULLEN - WENHAM MASSACHUSETTS 2005-2008**

#### **ART DIRECTOR / SR. ART DIRECTOR**

Responsibilities included concept, design and production for strategic direct marketing packages serving HSBC Bank in all credit segments. Credit card design, inserts, postcards, collateral, email communications, landing pages. HSBC partnered with GM, Saks, Best Buy provided dual branding and design opportunities.

### **DRAFTWORLDWIDE - CHICAGO ILLINOIS 1998-2001**

#### **CREATIVE SUPERVISOR - 1999-2001**

- Kellogg's® - Pokémon® Promotion, 2000-2001. Includes cereal and convenience packaging design, point of sales, FSIs, posters, sales binders, package premium illustrations.

#### **SR. ART DIRECTOR - 1998-1999**

- USPS Stamp Services - Promotions for a stamp series called Celebrate The Century. Point of sales items, posters, 3 dimensional displays, danglers, packaging, spot illustration, ballot/brochures, ballot boxes. Also responsible for supervising photo shoots and the work of art directors, concept development. Point of sales, ads and flyers for the release of the first ever semi-postal Breast Cancer Research Stamp. Brainstorming and new business pitches.

### **NORDENSSON/LYNN ADVERTISING - TUCSON ARIZONA 1994-1995**

#### **SR. ART DIRECTOR**

Art direction on collateral, logo design, print advertising, coordinating photo shoots, press check supervision, team conceiving with writers and creative directors. Worked closely with agency production control and outside service bureaus.

### **CHRISTIE'S - NEW YORK CITY NEW YORK 1989-1990**

#### **ART DIRECTOR**

Produced design for brochures cataloging special art collections to be auctioned, posters, logo design for property acquisition, design of editorial advertisements, supervision of freelance artists, type design and signage.

### **METROPOLITAN OPERA GUILD - NEW YORK CITY NEW YORK 1981-1989**

#### **ASSISTANT ART DIRECTOR**

### **WORLD VISION, INC. - MONROVIA CALIFORNIA 1979-1981**

#### **PRODUCTION ARTIST**

## **EDUCATION**

ART STUDENTS LEAGUE NEW YORK, NY

ART CENTER COLLEGE OF DESIGN PASADENA, CA

POINT LOMA COLLEGE SAN DIEGO, CA

## **HONORS AND AWARDS**

BOSTON - 2006 - NEDMA award direct marketing for EMBARQ

CHICAGO - 2001 - Pinnacle of Passion Kellogg's® team award - 1999 - Gold Reggie Award: Promotion Marketing

1999 - Tempo Award: Chicago Association of Direct Marketing - 1999 - Gold POPAI Award: Point-of-Purchase Advertising Institute

TUCSON ADDY AWARDS - 1995 - Gold in Poster Design, Silver in Corp. Collateral, Bronze in Corp. Co-op Advertising

1993 - Silver and Bronze in Print Material, Bronze in Direct Marketing - 1992 - Gold, Silver, Bronze in Corporate Design

1990 - 1995 - Honorable Mentions