

Robyn Hartt

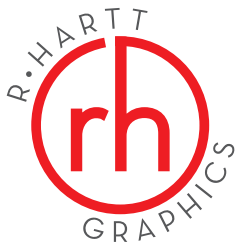
ADVERTISING & MARKETING DESIGN

SUMMARY An enthusiastic, highly collaborative Creative Director/Senior Art Director with 15+ years of ad agency experience creating successful B2B and B2C advertising and marketing campaigns. Specializes in branding, logo design, and print collateral: national ad campaigns, brochures, direct mail, signage, displays, outdoor, P.O.P. and web design. Passionate about design and have a strong attention to detail, guiding the design throughout the production phase. Dedicated to cutting-edge creative with a proven ability to take projects from concept to completion. A good-humored, friendly, team player with a great attitude.

- QUALIFICATIONS**
- Broad-based knowledge from over fifteen years of successful experience as a Creative Director/Senior Art Director for large national brands - turning great ideas into award-winning communication.
 - Strong conceptual and print production skills; able to translate smart, strategic ideas into effective creative collateral - ads, packaging, brochures, annual reports, signage and retail displays.
 - Excellent organizer and communicator with the ability to mentor others, meet deadlines and perform well under pressure.
 - Create, develop and manage the production and fulfillment process, including vendor negotiation and management, for all print collateral and POP/Merchandising materials.
 - A strong leader experienced in art directing photo shoots, presenting concepts and designs, and developing innovative graphic design solutions and studio processes.
 - Resourceful and a creative problem solver, organizer, and communicator with the ability to simplify complex ideas, verbalize them clearly, enthusiastically, and professionally.
 - Good with people - I'm an empathetic listener, genuinely interested in people, and am able to build followership among clients and teammates, alike.
 - Extensive experience with new business pitches, corporate brand identity, logo design and style guides.
 - Mac expert in all current design programs: Adobe Creative Suite - InDesign, Photoshop, and Illustrator; Microsoft Office programs

(818) 667-0892 | 3436 Greenville Loop Road, Wake Forest, NC 27587

Email: Robyn@RHarttGraphics.com | www.RHarttGraphics.com



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EXPERIENCE **R. Hartt Graphics** | 2009 - Present

Creative Director – Create branding, marketing and advertising for print and web. Concept to completion; logos, corporate branding, packaging, brochures, ads, direct mail, annual reports, exhibits, displays, signage, web design and digital pre-press work. Work directly with clients and vendors, hire copywriters and designers when needed. Assign schedules and budgets. Clients include: Golden Corral, Los Angeles Unified School District, ExxonMobile, Disney, Marriott Hotels and Resorts, CalNational Bank, Winchell's Donuts, Lalati Resort & Spa, Fiji, and Southern California Edison as well as several non-profits such as Families in Schools, Education Trust-West, and Central City Neighborhood Partners.

Mustang Marketing | August 2002 - May 2009

Creative Director – Developed advertising and marketing concepts for B2B and B2C clients via print collateral and web design. Managed a team of in-house designers, copywriters and production artists. Clients included Dole, Coffee Bean & Tea Leaf, Baskin Robbins, JD Power, Countrywide Bank, Sanyo and West Hills Hospital & Medical Center.

Walt Disney Company | June 1998 - September 2001

Art Director, Consumer Products – Designed logos, marketing collateral and style guides for Disney events, parks, and animated movies; Mickey Mouse & Pooh character clothing and accessory lines; ABC television style guides, Disneyland parks promotions and products.

DAZU Entertainment Advertising | December 1996 - June 1998

Studio Manager / Art Director – Supervised design and production for entertainment advertising: movie posters, one sheets, sell sheets, promotional kits, displays, video, DVD box designs. Clients included Disney/Buena Vista, 20th Century Fox, Dreamworks, Paramount.

Eisaman, Johns & Laws Advertising | February 1995 - December 1996

Graphic Designer / Production Artist – Coordinated production for brochures, magazines, P.O.P.s, promotional items, outdoor boards, ads, direct mail and collateral. Took rough layouts and storyboards to final stages of production. Worked closely with the account and creative teams on promotions and pitches. Clients included Walt Disney Classic Collectibles, Paramount, Warner/Chappel, Universal CityWalk, The Academy Awards, Hiram Walker, The Southern California Gas Company, Earl Scheib and Fox Films.

Grey Advertising | July 1992 - February 1995

Jr. Designer / Production Artist – Print collateral design and production, high resolution retouching. Clients included Caesar's Palace, Coldwell Banker, TransAmerica Life Companies, and Carl's Jr. Restaurants.

EDUCATION **Art Center College of Design, Pasadena, CA**

Advertising & Marketing Design, Advanced Mac Graphics, Digital Photography

California State University Northridge, CA

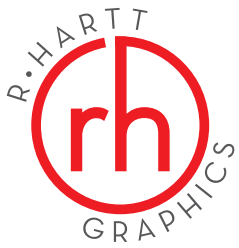
Graphic Design, Illustration, Photography

Online portfolio: www.rharttgraphics.com

Excellent references: www.linkedin.com/in/robynhartt

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FOOD | GROCERY | LIQUOR

Golden Corral Restaurants
Coffee Bean & Tea Leaf
Baskin Robbins
Winchell's Donuts
Bristol Farms Grocery
Carl's Jr. Restaurants
Hiram Walker: Kahlua
Pernod Ricard Winery
The Bear Pit BBQ Restaurant

HOTELS | TRAVEL

Marriott Hotels -
Desert Springs Resort & Spa
Rancho Las Palmas Resort & Spa
San Francisco Marriott
Parc 55, San Francisco
Caesar's Palace Hotels & Resorts
Asian Tourism Board - Travel & Cruises
Lalati Resort & Spa, Fiji

EDUCATION

LAUSD: Los Angeles Unified School District
Loyola Marymount University
California Lutheran University
Moorpark College
Pivot Learning Partners
The Education Trust-West

HEALTH CARE | MEDICAL

West Hills Hospital & Medical Center
Kaiser Permanente
Blue Cross
WellPoint /Arcus
Radiation Oncology Centers of Ventura County
Omega Chiropractic

FINANCIAL

Countrywide Home Loans
CalNational Bank
Affinity Bank
JD Power & Associates
Canyon Oak Financial Services

NON-PROFIT ORGANIZATIONS

Families in Schools
Central City Neighborhood Partners
California Community Foundation
Alliance for a Better Community
Boys & Girls Club of Camarillo & Ventura
United Way of Ventura County
LAAMP: LA Annenberg Metropolitan Project
Pallotta Teamworks: AIDS Walks/Rides
Casa Pacifica - Children's Shelter
The Wellness Community - Cancer Support
Parent Organization Network of Los Angeles
Assistance League

REAL ESTATE

Countrywide Relocation Services
Coldwell Banker
Post Paseo Colorado

ENTERTAINMENT

Disney/Buena Vista
Fox Entertainment
Warner Brothers Pictures
Paramount Pictures
Warner/Chappel
ABC/7 (Disney)
MANN Theatres
Universal CityWalk
German Connect Cable Television

RETAIL | PRODUCT PACKAGING

Disney Store
Walt Disney Classic Collectibles
Dole - Fresh Packaged Fruit
Sanyo Electronics
Post Paseo Colorado
All About Flowers
Sherm's Auto Body

MUSEUMS | THEME PARKS

Disneyland Advertising & Promotions
Six Flags Magic Mountain - Print, TV & Radio
Museum of Ventura County
Kidspace Museum
Farmers Market Los Angeles
Ventura Convention & Visitors Bureau
Ontario Convention & Visitors Bureau

TECHNOLOGY | ELECTRONICS

Sanyo/Fisher
Panasonic Electronics
Mursion - Virtual Training Platform
Cellboost
InvoTech - Software Management Systems
ZeroLag - Managed Web Hosting
JMR Electronics
API: Advanced Photonix, Inc.
CloudVaults

INDUSTRIAL | AGRICULTURAL

Trademark Concrete Systems, Inc.
Boskovich Farms
Omegasonics Ultrasonic Cleaning Systems
101 Pipe
Access Excavating Construction

UTILITIES

Southern California Edison
ExxonMobile
The Southern California Gas Company
U S WEST Corporate and Direct
Pacific Bell
Hecate Solar Energy

CITIES

City of Westlake Village
City of Thousand Oaks
City of Palm Springs: Resorts and Hotels
City of Ventura
City of Fontana
City of La Puente

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