
ROBERT ALLEN

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SUMMARY

An accomplished and top-performing design professional with multifaceted experience in brand development, digital marketing, advertising, promotions and project management. Demonstrates established capabilities in supporting business strategies and promotions through creating advertising designs across a wide variety of media types, as well as creating and communicating brand guidelines to internal and external stakeholders. Contributes to success by utilizing dynamic technical and communication skills, along with a self-starter attitude, to resolve complex problems and achieve a company's vision.

EXPERIENCE

ESSENDANT, Deerfield, Illinois

Senior Designer, 2015-2020

- Assisted in overseeing team of professionals and all processes, budgets, performance, activities and associate development.
- Acquired understanding of company's brand standards and integrated standards into communication materials.
- Communicated and collaborated with fellow departments by reviewing projects and designs in order to give insight.
- Ensured correct conveying of original concept ideas by project.
- Created design solutions for all business partner mock-ups, from conception to execution, in order to support business strategies and promotions.
- Attended all staff meetings and strategy sessions to fortify digital marketing experience for various resellers.
- Produced exemplary work for clients, both creatively as well as effectively, in multiple media types, including emails, print, digital, tradeshow and collateral.
- Collaborated with creative project managers to define requirements, expectations and deadlines for creative projects.
- Assessed and resolved complex creative challenges and quality issues.

BARILLA, Deerfield, Illinois

Freelance Creative Designer, 2016-Current

- Created several print-related pieces, direct mail pieces, and event signage for The South Beach Trade Show.
- Designed marketing brochures and online banners for Girls Scouts of America and Pebble Beach Food and Wine Festival using Photoshop, Illustrator and InDesign
- Collaborated with the marketing team and built strong relationships within all levels of the organization.
- Worked with design agencies, vendors, employees and partners to ensure brand is used correctly and consistently.
- Estimate timelines and hours needed to complete projects and keeping the team informed on the status of projects.

STAPLES, Lincolnshire, Illinois

Senior Designer/Creative Lead, 2014-2015

Creative Lead/Photo Supervisor, 2011-2014

- Guided team of designers in both digital and print mediums.
- Implemented best practices for all customer touch points.
- Created and upheld brand guidelines for both internal and external stakeholders.
- Enforced all branding standards for photography.
- Saved company over \$100,000 per year by helping to establish Multiple Bay Photo Studio.
- Directed art and brand development of Quill and Staples.
- Managed artwork for multiple licensed partner packaging initiatives.

QUILL, Lincolnshire, Illinois
Senior Designer, 2007-2011

- Facilitated connections with stock photo vendors and external photo studios for custom healthcare photography.
- Led team of print designers through various projects.
- Created several print-related pieces, including (but not limited to) flyers, direct mail pieces and catalogs.
- Assisted with Medical Arts Press and Quill merger after company acquisition.
- Developed Medical Arts Press brand.

E D U C A T I O N

RAY COLLEGE OF DESIGN, Chicago, Illinois
Bachelor of Fine Arts, Advertising and Design, 1994

C E R T I F I C A T I O N

Certification, Web Development – Illinois Institute of Art, 2009

C O M P U T E R S K I L L S

Microsoft Office Suite, Adobe Illustrator/InDesign/Photoshop, Multi-Database Management Systems