

Robert Hall

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Career Summary

Extensive knowledge in the principles of Advertising, Design, Illustration and Digital Production. Experience with Creative Direction, Art Direction, Layout Design, Typography, Product Packaging, Photo-shoot Direction and Project Management. Concept to completion.

Employment

- 2020—2021 **Automobile Club Enterprises**
Costa Mesa, California
Senior Graphic Designer -
Production Coordinator
- Nationwide auto insurance leader serving members for more than 100 years**
Duties: Created FSLs and 50-60 monthly Direct Mail packages utilizing market specific variable data layers. Prepared and delivered all digital DM print files for print production. Developed a range of campaign assets for Insurance, Membership and Brand Marketing campaigns including: Print advertising publication ads, display & social ads and brand advocacy campaign elements.
- 2016—2020 **Kittrich Corporation**
Pomona, California
Senior Graphic Designer
- An established manufacturer of household goods**
Duties: Created Product Packaging, Labeling and Large Format Trade-show Graphics for household brands such as Contact Brand, Promarx, Little Twig, EcoSmart, ECHOLS No Bugs and Private Label Brand items that can be found in stores such as Costco, Bed Bath & Beyond, Target, Home Depot, BigLots, Hobby Lobby, Family Dollar, 99¢ Only Stores, etc. Created sample mock-ups and digital graphic files for final approvals and product catalogs. Manipulate, edit and creative new die lines. Prepare files for printing in China.
- 1998—2015 **Verizon Wireless**
Irvine, California
Senior Graphic Designer
- The U.S. leader in wireless telecommunications**
Duties: As the sole In-house Graphic Designer in Marketing, I created all retail store printed POS signage for 212 retail stores in the 11 western states, along with store window wrap graphics, customer handouts, collateral and internal communication materials for all direct and indirect retail store locations. I hired numerous freelance contractors to assist in all overflow work. I worked closely with all Marketing Project/Product Managers. Trafficked all jobs in department. Press checked most printed materials. Responsible for all print vendors quality and ability to meet deliverable deadlines within budget.
- 1996—1997 **Sheppard Associates**
Glendale, California
Senior Graphic Designer
- Corporate communications**
Duties: Designed corporate HR communication pieces for fortune 500 company employees through posters, flyer's, mailers and brochures. Art Directed outside Illustrators and Photographers. Worked with Stylists and Models. **Client list:** U.S. West, Unocal, Shell Oil Co., AMR (American Medical Response) and The Capital Group Companies, Inc.
- 1995—1996 **Home Savings of America**
(The Griffin Agency)
Irwindale, California
Art Director
- Financial; Savings and Loan Bank**
Duties: Corporate Design and Art Direction on all printed collateral and bank branch POS signage. Art Directed outside Illustrators and Photographers for quarterly promotional campaigns. Worked closely with ACD and copywriters on all projects.
- 1994—1995 **Mall Design Advertising**
Irvine, California
Art Director
- High-end shopping center and fashion magazine oriented design firm**
Duties: Designed clients print and advertising work. Projects consisted of catalogs, brochures, newspaper ads and inserts. Art directed outside Illustrators and In-house Photographer. Worked with Stylists and Models. **Client list:** Fashion Island, Irvine Spectrum, Sherman Oaks Galleria, etc.

Education

- 1992—1994 **Los Angeles Trade-Technical College**
Los Angeles, California
Certificate of Graphic Design
Associate of Arts Degree
- 1982—1985 **Fullerton College**
Fullerton, California
Graphic Design

Digital Skills

Highly skilled in Adobe CS InDesign, Illustrator, Photoshop and Acrobat. Working knowledge in MS Office. Created numerous graphics for websites. Working knowledge in animation or web design programs.