David Roberts

650 Tucker Ave., Jefferson, LA 70121

online portfolio: www.drobertsdesign.com
drcre8tive@me.com
504.451.3935

education

BFA, Communication Design | Kutztown University, Pennsylvania | Graduated 1992
A.P. College Credit | Pratt Institute School of Art & Design, New York | 1988

experience

Graphic Designer / Multi-Media Designer | Since Nov 2012 (current employer)
The Times Picayune / Advance Central Services - 3800 Howard Avenue, New Orleans, LA 70125
- creative ad design using Adobe Creative Suite, speculative ad creation and daily production
- Working within XpanceX professional Ad Tracking and Asset Management System
- Multi-media online web ad creation using combination Adobe Suite and MixPo Studio

Digital Prepress / Graphic Design | Nov 2011 - Nov 2012
Mele Printing - 619 N. Tyler Street, Covington, LA 70433
- expert graphic design, prepress & production on a full range of print projects
- Kodak Prinergy work flow, Creo Preps, Kodak Magnus platesetter and Large Format Epson experience

Development Director & Production Manager (promoted from Prepress / Graphic Design) | Dec 03 - Aug 11
Pel Hughes Printing & Direct Mail Solutions - 3801 Toulouse Street, New Orleans, LA 70119
- managed team of 8 designers, programmers & database operators
- personalized variable digital print technology workflow management (using XMPie)
- development and deployment of cross-media marketing campaigns and special client projects
- web-to-print storefront build-out and management using Xerox iWay, Accuconnect (XMPie) and OPS
- special project management; responsible for guiding data-driven projects from concept to production
- worked closely with strategic partners XMPie, Xerox, Tecra and Press-Sense to develop custom solutions
- design of direct mail, publications, corporate collateral, brand development and more
- prepress & production proficiency applied to a full gambit of print projects

Media Arts Instructor | part-time, Sept 2003 - July 2006
Tulane University / University College - 6823 St. Charles Ave. New Orleans, LA 70118
- adjunct instructor for *Computer Art and Digital Imaging* classes for Tulane Media Arts program
- teaching advanced Adobe Photoshop creative software skills, techniques

Graphic Design Instructor | Feb 2001 - Aug 2003
Remington College (formerly Southeast College of Technology) - 321 Veterans Memorial Blvd. Metairie, LA 70005
- taught several courses including; publication design, print production and web design / HTML
- helped manage software installs and Mac / PC computer lab hardware, consulted for laptop program
- developed and taught curriculum for advanced web design and senior design portfolio classes
- served as faculty advisor for school AIGA chapter

Graphic Designer / Webmaster | Aug 1998 - Feb 2001
PR Graphics L.L.C. - 5503 Magazine Street. New Orleans, LA 70115
- webmaster / web administrator; designed, maintained and managed client web sites
- graphic design and illustration of logos, corporate identity materials, print collateral, advertisements
- helped manage, upgrade & maintain studio network of Apple computers and peripherals

*Graphic Designer / **Consulting / Freelance*** | ongoing since 1992
Assorted projects completed for a diverse selection of clients. Recent work includes:
- corporate branding / logo design / production - Kennedy - Harris, Mid City law firm
- print production / instruction / consulting - Norman Smith, New Orleans, LA

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creative skills

Creative graphic design, typography, illustration, photography, web design and cross-media design

- excellent brainstorming, conceptualization and creative ideation skills
- able to develop unique, comprehensive corporate identity and all related print collateral materials
- professional illustration in a variety of styles, using a combination of traditional & digital techniques
- creative page layout and design using industry standard software
- excellent mechanical production, prepress, die-line editing, craft and production related mock-up skills
- creative cross-media marketing from concepts to campaign deployment (print, direct-mail, web, e-mail)

software skills

Working knowledge of the following applications:

Apple / OS X: expert macintosh power user; always staying on top of new developments & software releases
Adobe Photoshop CS6: advanced image manipulation, layering effects, compositing, scanning, retouch, ect.
Adobe Illustrator CS6: detailed knowledge of tools required for logo and vector artwork creation
Adobe InDesign CS6: working knowledge of layout application for production
Adobe Acrobat 10 Pro: for both print and web production environments in conjunction with PitStop Pro
Dreamweaver: knowledge of software capabilities & tools; used to compile and manage websites
XMPie: complex dynamic variable data print campaigns using data-driven, text, images, web, e-mail and MMS

internet / web skills

- site interface design and mock-up using Photoshop / Illustrator
- site wireframe planning and content development
- code experience with HTML & CSS; in-depth knowledge of website interface & site design process
- form processing, data driven web design, Blast e-mail, Personalized web pages (PURL development)
- experience in procuring / managing internet domain names and web hosting services
- e-mail blast and mass e-mail design and administration: have worked with several systems/solutions

professional skills

- creative art direction; confident working with and directing others while juggling multiple projects
- understanding of print production process, agency environment and workflow systems
- experience implementing job & client management workflow / content management systems
- skilled and experienced in procuring / brokering stock photo, illustration and other media acquisition
- comprehensive understanding of print job needs, quote process and campaign launch timelines
- creative, clear and concise writing and communication abilities
- detailed proposal and technical writing skills
- comfortable teaching, public speaking & technical presentation abilities

associations / presentations

AIGA - American Institute of Graphic Arts | Member since 1992
- New Orleans AIGA Board Member - June 02
- Volunteer - helped organize and coordinate various New Orleans events

PACA - Picture Agency Council of America | June 03
- Panel Discussion Speaker at National Convention in New Orleans

PODI - presenter at APP Forum in Las Vegas Convention | Jan 09