



ROB ADAMS

Art Director:
Digital Media

INFO



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PROFILE

Uniquely balancing creative design ability & technical proficiency – my expertise has afforded me the opportunity to deliver innovative new media campaigns for a variety of industries. I've successfully led and developed design teams and have optimized projects for several customer touchpoints: online, email, social media, trade shows, and direct mail. My approach is to apply creative problem-solving towards specific business challenges that produce elegant solutions and deliver results. Additionally, I'm a professional photographer, with work previously represented by the Robert Klein Gallery & Getty Stock Photography.



EXPERIENCE

ART DIRECTOR/CREATIVE CONSULTANT

Current

- Delivering modern digital concepts to clients
- Improving overall visual creative
- Reviewing/approving designs

Clients include:

- Subway, Braun, Reebok, Duracell, and Playskool

ART DIRECTOR, DIGITAL MEDIA OGILVY

2011–2016

- Conceptualized/created/managed impactful digital & print marketing campaigns for leading healthcare companies
- Improved discovery/creative kick-off meetings with clients and led project scope to understand client business objectives
- Developed new business channels by creating interactive videos and iPad apps
- Managed/mentored design staff
- Expanded offering of animated infographics/interactive tools
- Clients include biotech/gene therapy start-ups and Fortune 500 companies

SENIOR INTERACTIVE DESIGNER OGILVY

2009–2011

- Developed corporate branding/logo design/materials
- Supervised design team
- Designed websites for high-profile healthcare companies
- Created dynamic videos and animations for digital and social media
- Developed creative strategy and interactive elements for events and trade shows

ART DIRECTOR/CREATIVE CONSULTANT

2004–2009

Projects include:

- Developed co-branded websites with: Yahoo!, SBC, AARP, and American Express
- Designed and managed digital assets for several top-tier clients: Iron Mountain, Baskin-Robbins, Hasbro, Dunkin' Donuts, and Gillette.
- Led creative vision for package design and product photography



EXPERIENCE (continued)

SENIOR DESIGN MANAGER/WEB DESIGN IBM

1999–2004

- Developed and managed all direct marketing and online campaigns – from initial conception to final delivery
- Collaborated with marketing communications leadership & product marketing to deliver effective programs, both online & off
- Designed and managed company's website, including SEO and web marketing campaigns



EDUCATION

PENNSYLVANIA STATE UNIVERSITY

1994

BA, Design/Art History

MASSACHUSETTS COLLEGE OF ART & DESIGN

2019

Master's Courses, Digital Media/Industrial Design/Architecture



ADDITIONAL SKILLS

- Photoshop/Illustrator 20+ years
- After Effects
- InDesigns
- Flash/Actionscript
- CSS/JQuery/HTML5
- PowerPoint/KeyNote

Awards/Recognition

- Louvre, Paris Photo
- **Photography Exhibitions:** Art Chicago, Art Miami, Art Los Angeles, Art London
- PhotoPlus Expo
- New England Web Design
- APA New York Distinction
- NCDM Trade Show Award