

ROB ADAMS

Art Director • Branding • Digital Marketing • Artist

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A seasoned Art Director with extensive expertise in digital design, branding, and storytelling. Leading teams of designers, I ensure that every project aligns with strategic goals and resonates with the target audience. Recognized for fostering creative cultures that inspire and motivate, I aim to elevate every project with fresh, imaginative approaches.

Experience

Art Director, Studio Designer Independent Consultant

2016-

- Crafted engaging and dynamic content for social media channels
- Designed video animations and motion graphics to enhance storytelling
- Collaborated seamlessly with vendors, copywriters, and production teams
- Optimized bold, versatile designs for both print and digital formats

Art Director, Digital Marketing Ogilvy

2011-2016

- Devised imaginative strategies and interactive elements for unforgettable events
- Pioneered new business channels by developing innovative iPad/tablet tools
- Revamped discovery sessions and creative kick-offs to inspire client alignment
- Spearheaded project scopes to ensure alignment with overarching business goals
- Motivated and mentored a high-performing design team to excel creatively
- Approved polished final designs and proofs with meticulous attention to detail

Senior Interactive Designer Ogilvy

2009-2011

- Conceptualized impactful digital and print marketing campaigns for leading healthcare companies
- Expanded offerings with animated infographics and interactive tools to elevate user engagement
- Created iconic corporate logos, materials, and comprehensive brand standards
- Designed sleek, user-friendly websites for high-profile healthcare companies

Art Director, Studio Designer Independent Consultant

2004-2009

- Shaped strategic digital solutions for websites and online campaigns
- Designed and managed digital assets for prestigious top-tier clients
- Led the creative vision for striking package designs and product photography
- Coordinated with freelance teams and vendors for seamless execution.

Senior Design Manager, Digital Marketing IBM

1999-2004

- Conceived and launched innovative direct marketing and digital campaigns
- Designed and managed a cutting-edge corporate website
- Optimized SEO and PPC strategies to boost web traffic and conversions
- Collaborated closely with product and marketing communications leadership

Skills

Photoshop
Illustrator
After Effects/Premiere
InDesign
Adobe Animate
WordPress
Figma
Themify
Flash/Actionscript
CSS/JQuery/HTML5
PowerPoint/KeyNote
Art direction/Management
Client Presentation
Photography
Illustration
Painting

Education

Pennsylvania State University
BA Art & Drawing/Painting
1994

Massachusetts College of
Art & Design
Master's courses:
Industrial Design/Architecture
2010