

David Robbins

Senior Designer • Art Director • e-Publishing Strategist

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Portfolio available at: http://www.dhrnewmedia.com/Portfolio_6_11/Pages/Home.html
or by request

Professional Aspirations

My specialty is in e-publication and learning module design and production. Having had thirty years of professional experience in the fields of New Media, art direction, along with pre-press and print production, I have ability to think out of the box in the creative development, design, production and presentation of a full range of material for print and new media. I now wish to extend the reach of these qualities to a progressive company, and continue along these lines of my proven abilities and creative talent.

Software commonly used (on PC and Mac)

Microsoft Office Suite, Quark X-press*, PhotoShop CS5 Suite*, Illustrator*, PowerPoint, Adobe InDesign*, PageMaker, Adobe Acrobat, Flash CS5*, Director, Final Cut Pro Suite (v.6), Soundtrack, DreamWeaver, Sound Forge, Motion, DVD Studio Suite, Sony Vegas Suite and some other softwares related to the fields of video editing and graphic and new media production.

*Have taught Continuing Education or Graduate courses

I am proficient in course creation and in developing immersive, role-playing venues in virtual environments (such as Second Life®), and integrating them with the Moodle course management system.

Programming Languages: CSS; Some working knowledge: HTML, ActionScript 2 and 3

Professional Experience

June 1997 - present

Principal; Creative and New Media Director

DHR New Media, LLC

www.dhrnewmedia.com

E-Publishing strategies are the core of DHR New Media's business. Currently we develop client-supplied materials for immersive e-Learning and e-Publishing and integration to mobile devices, such as e-readers.

As the new media director I design and produce training, publication and collateral material, as well as associated Powerpoint and Flash presentations and web sites. In addition, I purchase, assign, oversee and edit all photography and illustrations, and go on press approvals. My clients have included Maritime Association of the Port of New York & New Jersey, CTC/NASA, Paul Weiss (Law Firm) and Greenwich Associates.

Graphics and Multimedia Adjunct Professor

Continuing Education and Graduate Students

Fairfield University, Fairfield, CT

I have taught at the adjunct level: Adobe In-Design and preparation for editorial print production, PhotoShop, Flash and Dreamweaver CS5, and media history and theory. I teach a graduate-level course in training module development and interactive learning theories at the Fairfield U. School of Education, The emphasis here is on student retention through a module and social media, in particular, Second Life®. Prior to Fairfield, I taught continuing education courses in publication design at The Silvermine Artist's Guild, Norwalk, CT, all for an aggregate 7 years.

Author: Graphic Design and Media books

I have co-authored two books: "Motion by Design" published by Laurence King, UK (2007), and "The Art of Special Effects," published by Elsevier Press in the fall of 2009. I'm currently working on a third book as sole author: "*Culture By Design -- the historical and psychosocial effect of media upon society*"

Prior Work Experience

March 2000 - March 2001

Creative and Production Director

Wizeup.Com, New York, NY

I managed a department of 4 people. Along with advising them on e-learning initiatives, I worked within the marketing department of this digital textbook publisher in development and print production of their collateral, which included full-color ads and other promotional materials. I also created and produced the corporate and product tutorial web sites. As a result, I took the image and branding of the company from start-up into the growth phase. After Wize Up folded, I persued the dervelopment of online courses and textbooks on my own.

February 1995 - June 1997

Art Director/Multimedia Developer

Knowledge Industry Publications

White Plains, NY - A Division of Phillips Business Publications, Inc.

I developed and refined the look of a monthly publication for film-makers and videographers. I also assigned and scheduled illustrations and photography, directed and edited studio photography and over saw studio photo sessions.

While at Knowledge Industry Publications, I worked in these divisions:

Art Director- ***AV Video Magazine***

Directed the graphic appearance of a monthly magazine (140 average pages) geared toward video and multimedia techniques and applications.

Art Director- ***Film and Video Magazine***

Developed and maintained the graphic appearance of a monthly magazine (100 average pages) geared toward practitioners in cinema and video processes and production.

Multimedia Developer - **Knowledge Industry Publications**

I produced several dynamic five-minute presentations using state of the art digital presentation software and techniques. Also I was responsible for the preparation, management and scheduling of *AV Video/Multimedia Producer's* web site.

December 1994-February 1995
Creative and Production Manager
Wallcoverings, Windows and Interior Fashion Magazine
Publishing Dynamics, Stamford, CT

I managed a staff of 2 people. I created, scheduled and produced a monthly magazine directed toward the interior fashion industry. I also developed and maintained a unique production methodology that facilitated translucent deadlines. In addition, I edited all photography.

October, 1990-August1991
Art Director
The Blood-Horse Magazine
Lexington KY

I managed a staff of 6 artists and graphic professionals in the creative organization and scheduling of a four-color weekly newsmagazine directed toward thoroughbred horse ownership, breeding and racing. The look of The Blood-Horse was enhanced to reflect a subject matter that is as exciting as it is beautiful. I assigned field photography. Also, I brought the production of the publication from the traditional drawing board to in-house film output, saving costs and time on a production schedule with a very tight deadline.

Other Professional Qualifications

Photographer/photo artist, writer and digital animator-video editor, digital musical score composer--I execute computer illustrations and animations, and have continued a professional interest in photography and exhibited a few solo shows.

Education

Rochester Institute of Technology, Rochester New York
BFA - **Majors:** Fine Art Photography, Communication Design
Minor: Television Production.

Association Memberships (past and present)

NYC New Media Association; Fairfield County New Media Association; SIGGRAPH (NY Chapter); Fairfield, CT Chamber of Commerce; ICP (International Center of Photography) NYC; Norwalk Camera Club, Norwalk, CT, Digital CONNtent Creators

Prior Military Service

U.S. Naval Reserves