

why

David Robbins

Senior Designer • Art Director • e-Publishing Strategist

Me? I am Experienced.

Though the culture has changed dramatically over the last 20 years...and some may argue that it's circled back...I still keep my outlook fresh. My sense is that whole age thing is probably a myth, anyway. It's more about how well you adjust to the changes. I believe I have done this.

As an Art Director-Designer-Author-Teacher I have honed my talent to the flow of culture, without losing sight of what lasts. Having run my own new media publication and design business for last few years, I present to you the benefit of my experience.

My professional career in art direction started with 4/c publication development as a production manager, then as an editorial art director as well as a new media, Internet and presentation design content developer and strategist. Though my direction has been toward new media, I've also kept up with developing editorial and marketing projects for print. I have co-authored 2 books: one on motion graphic design, another on special effects history and theory, and teach design theory and application for education to Grad-Education students at a local university.

I'm looking for a New Media or Art Director position in the publishing, e-learning module development, business-to-business, financial or marketing fields. My specialty is information design and e-publishing, education and marketing solutions and strategies. As such, I'm proficient in developing Internet and multimedia designs, as well as print, and taking them through a cost-effective production process.

If accepted for a creative position in your company, I will bring with me:

- A broad range of experience, including writing, in business-to-business and editorial design.
- A strong sense of direction and application of e-publishing, marketing and presentation strategies from a creative and production standpoint.
- An "outside-of-the-box" view of your publication design and new media marketing initiatives.
- An equitable managerial outlook, practiced by experience in managing staff, and refined by teaching design and application to college students.

I hope that we can get in touch to discuss how the benefit of my experience can benefit you.

