

PROFILE

- Branding Expertise • Print Design Project Management Expertise • Wireframes / Layouts / Planning
- Web UX/UI Designer / Developer • Web Front End Programmer • Project Manager / Director

Innovative and dependable. Capable of solid creative project development and brand guidance. A background heavy in computer design skills, innovation, creativity, and methodical problem solving. Deeply immersed in design principles and the creative process. Trusted, Proven, Solid, & Experienced.

EXPERIENCE

Proven Performance Across All Major Creative Functions: Have deep professional skill with industry standard software; Adobe InDesign, Photoshop, Illustrator, Dreamweaver etc. Have trained upcoming designers in computer techniques and design principles. Fluent in HTML, CSS and the incorporation of PHP, JavaScript, etc. Professional working skill with WordPress, DotNetNuke, FireStorm platforms involving content management, design, and programming.

Proven Project Development: From planning, design layouts, wireframes, and implementation. Approachable and personable. I drive projects through once they are initiated with careful coordination with team members and management.

Collaboration and Facilitation: During stressful time crunch situations, I am known for being objective, and looking for "big picture" solutions. Have often suggested solutions that have resulted in substantial cost and time savings. I willingly interface with management, outside vendors, and customers when called upon to do so.

SELECT
ACCOMPLISHMENTS
AND SKILLS

Orchestrated Total Corporate Re-Brand for Large International Corporation: This required working directly with executive management. Success required careful negotiation in a politically challenging environment. Designed projects that defined a new look and visual philosophy for Young Living Essential Oils. Company value increased from 55M to 120M in 4 years due to these and other innovative marketing initiatives of which I played a key role. Projects included web, print, video, multi-media efforts to support campaigns, collateral and marketing projects.

Managed Environmental Design and Production for Annual Conventions: Was instrumental in creation, planning and roll-out of print elements for major annual conventions, including web promotions, posters, banners, decor, video style and backdrops, as well as all collateral printing. Attendees near 5,000. Was responsible for management of all graphical, A/V and sound concerns and coordination of convention production.

Spectacularly Successful Ad Campaigns: Implemented campaign events which tripled sales in 30 days when the original goal was simply to double sales in 6 months. Future sales went from 2.5K to 35K units monthly. Other campaigns established robust new product lines with equally exceptional sales performance.

Managed Creative Design / Rebuild of Essanté eCommerce Shopping Cart: In cooperation with 3rd party Trinity Software Development's framework, completely rebuilt Essanté's existing shopping cart. The Trinity design style we started out with was rudimentary at best requiring extensive re-design / branding development using css, JavaScript, and graphic elements, banners, clean new images, header images, color and text style to match our standards. The project spanned 6 months during which time routine marketing initiatives still had to be met. This required management skill for the design process as well as programming expertise and required rapid learning of Trinity's Firestorm system. This system has been revised, so I was also responsible for implementing upgrades.

Skills: Energetic and highly capable designer. Highly personable and capable of working with clients and management. Very proficient at problem solving and implementing practical solutions within expected time frames. Adaptable, and ever learning. Strong design and graphical skill, professionally fluent in industry standard software, and web protocols.

WORK HISTORY

Roberts Design Designer/Director 2012 - Present

Roberts Design is known for producing solid design for print and web. I am sole proprietor, but hire consultants and talent when applicable. Clients include high profile network marketing companies and manufacturers of nutritional products and others. These companies require fast turn around and high quality design, as well as constant updates to web content and design. Also, innovative product labeling solutions, and packaging design. I've worked extensively with complex database driven web sites through various content management systems in conjunction with back-end programmers. As well as managing traditional HTML/CSS/PHP type websites and .ASP. There are elements of .XML, FLASH, JavaScript and other code languages that I have deployed and programmed.

dōTERRA International Web Program Manager 2009 - 2012

Managed the entire web program at dōTERRA, an international network marketing corporation. This encompassed all websites, replicated websites, virtual office look and feel and the "tools & downloads" website; a website devoted to offering organized visual graphics, product photography, product documentation and other resources to distributors.

WORK HISTORY (cont'd)

I managed content, design processes, coordination and functionality of all web programming. This included timely updates and massive redesigns. I spent two years initially managing all design / print / web projects. The scope expanded rapidly requiring a split between web and print. I Also provided graphic design and web design as well for communications such as newsletters and online promotions. Also managed and developed "microsites" for short term promotions or events and updates to international websites in 4 languages.

Young Living Essential Oils International Creative Director 2003 - 2007

Oversaw the design and implementation of complete corporate re-brand. Along with design team designed and directed all print collateral and signage for annual conventions resulting in substantial on-site sales and long term brand loyalty. Oversaw design for promotional campaigns that produced blazing sales expansion. Oversaw the re-design of corporate web sites and designed several auxiliary web sites. Directed and produced annual product catalog, numerous collateral marketing pieces, convention promotional materials, local event materials, newspaper, and magazine ads, educational displays, posters, banners, web materials, labels, packaging materials, shipping packages, tradeshow trinkets, PowerPoint presentations, brochures, etc.

Logilent Learning Systems Creative Director 1996 - 2001

This fast paced on-line university helped thousands certify as computer professionals worldwide. Responsibilities were to design and coordinate all print materials for national advertising, textbooks, online documents, web site construction and design, all internal collateral materials, as well as branding, including logo design, color schemes and all collateral templates, etc.

NetWare Connection Magazine Creative Director 1991 - 1996

International magazine produced by Novell's NetWare Users International Group as an objective source of Novell networking news, technical resources, and advertising. I was responsible for all design templates for the magazine, organizing and directing illustrations, cover art, and production of the magazine in its entirety. Coordinated and managed design production crew. Managed and designed the magazine's web site. Designed numerous ads for Novell clients, which included large international advertisers and other high tech companies.

PRIOR EXPERIENCE

Have worked with various advertising agencies, professional typography and production studios, newspaper agencies and in-house print departments. Have owned and managed Roberts Design, a graphic design studio off an on for the majority of my career.

EDUCATION

Salt Lake Community College *Graphic Design* Brigham Young University *Design*

PERSONAL

Served in US Navy Hospital Corps., honorably discharged ; practiced artist, musician, and photographer. Outdoorsman, love to hike, explore, especially wilderness backpacking. Cross country and downhill skier. Distance runner; half marathoner.