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| David Roberts | | | | | |
| New Jersey, New York | | | [www.davidrobertsart.com](http://www.davidrobertsart.com) | | |
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| Professional Profile | Highly creative and detail-oriented designer with 10 years of experience in visual communication and brand development. Proven track record of delivering innovative design solutions across various industries. Strong conceptualization skills and a comprehensive understanding of design principles. Skilled in using industry-standard software and passionate about the latest design trends. A collaborative team player with excellent communication and time management skills.  Creative experience in the following: | | | | |
| WEB & MULTIMEDIA   * Professional Digital Illustration * Mobile Graphic Design * Website Design * Social Media Design * Audio & Video Editing * Email Newsletter Design | PHOTOGRAPHY   * Digital Photography * Black & White Photography * Retouching * Product Photography | | | PRINT   * Marketing Ad Design * Product Display Design * Logo and Identity Design * Brochures & Newsletters * Posters & Postcards * Stationary & Wedding * Catalog & Editorial |
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| Technical Proficiency | PLATFORMS:   * Windows OS, Mac OS | | | | |
| APPLICATIONS   * Adobe Photoshop CC * Adobe Illustrator CC * Adobe InDesign CC * Adobe Premiere Pro CC * Adobe Acrobat Pro CC | | | * Adobe Lightroom * Adobe Audition * Squarespace / Wix / Wordpress * Microsoft Office * Some Adobe After Effects, HTML and CSS * Builder.io / Basecamp / Trello | |
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| Professional Experience | September 2015 – Present  Digital Designer – Tabacalera USA Whippany, NJ  Promoted in 2021  Work with Creative Team to produce content for Cigars.com, JR Cigar, Serious Cigars, and Casa de Montecristo. Digitally correct photography. Create advertisements and media for use on Facebook, Websites, and Apps for IOS and Android. Moved to work on full branding and advertisements for Cigars.com. Lead product designer for Cigar of the Month subscription service and multiple cigar brands. Work to produce and design multiple monthly printed catalogs and the bi-yearly editorial “Cigar Magazine” issues by JR Cigar.  August 2021 – May 2022  **Contract Graphic Designer** – **Partners Coffee Roasters Brooklyn, New York**  Communicate directly with Marketing and Customer Experience departments creating promotional images for web and social usage as well as packaging design work for Coffee, Cold Brew, Tea, and other Merchandise.  May 2015 – July 2015  Web Graphic Designer – MSM DesignZ, Inc. Tarrytown, NY  Work in Adobe Photoshop, Illustrator, InDesign and Acrobat to design custom mockups for companies seeking a web overhaul or rebranding. Redesign or create rebranded website mockups for multiple clients. Create custom logos based on branding and business strategy. Develop social marketing advertisement images and campaigns for the use of different companies. Create print advertisements for various companies including menus and invitations. Digitally Illustrate designs for incorporation in web and print.  November 2013 – November 2014  **Lead Graphic Artist - Corporate Essentials LLC Parsippany, NJ**  Create point of sale and corporate designs for use by Corporate Essentials LLC for DrinkCoffee.com, Shoffee.com and Essential Coffee Company websites, print, and mobile accessibility. Responsible for all product photography for online and print communications media. Created product point of sale displays for Corporate Essentials LLC at the corporate offices of *Yelp*, *Spotify*, *Appnexus*, *Buzzfeed*, *Salesforce* and others.  Solely responsible for creating a digital asset library of the entire offerings of drinkcoffee.com for uses online and for on-site mobile ordering. Successfully translated subject matter into corporate design for web banners, newsletters, promotional material and sales collateral. In charge of designing email campaigns, infographics, and event newsletters for and within the company. Assist in full company marketing rebrand including creation and maintenance of intranet website which included mobile functionality and design across all platforms managing submissions and refreshing daily.  August 2013 – October 2013  **UI Designer Contract** – **Orion System Integrators Inc. Woodcliff Lake, NJ**  Created layout designs for the marketing of web and mobile applications including eAudit for KPMG.  Produced PowerPoint presentations and application videos using Adobe Premiere Pro showcasing mobile and computer usage.  June 2013 – August 2013  **Graphic Design/Illustrator Contract – Center Stage Productions, Fairlawn, NJ**  Worked closely with art team to execute pre-production design through digital painting, graphic design, layout design, product design and typography primarily in Adobe Photoshop, Adobe Illustrator and Adobe InDesign. Responsible for creating artwork used in printed and digital proposals and other promotions. | | | | |
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| Education | **Bachelor Fine Arts** – **May 11, 2012**  Rowan University College of Fine Arts | | | | |