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## : PROFILE :

Outgoing and passionate, with a not-so-hidden love of adventures in traveling and the great outdoors. Embraces her inner geekiness and perfectionism, especially when dealing with kerning, leading, guidelines, grids and the most current web standards. Highly versed in collaboration with development, analytics, search marketing and account teams. Productive and organized while multitasking in fast-paced environments. 120% dedicated to getting a project done on time and correctly. Continuously pushing the limits of design to produce work that is bigger, better and bolder.

## : EMPLOYMENT :

**Web Designer** | SILVERPOINT LEISURE | Tenerife, Canary Islands | 11.10 - 10.11

Developed marketing strategies and supported ongoing lead generation campaigns. **Within one month our campaigns were producing over 100 leads per day at our Malta resort.** Traveled between our Jamaica and Tenerife offices, collaborating with team members across the globe on projects such as: websites, mini-sites, identity/branding, email campaigns, web banners and event collateral.

**Senior Graphic Designer** | FACTION MEDIA | Denver, CO | 08.06 - 10.08

Hired as the 5th employee of a fast-paced, rapidly growing company and promoted to a leadership position within 1 year. **Lead designer for work that won 10+ awards in 2 years.** Directed workflow of print production and press checks, supervised and trained interns/freelancers and art directed photoshoots/video production. Projects included: corporate websites, direct mail/email campaigns, mini-sites, identity/branding, event planning/décor and internal collateral systems.

**Internship** | THE BRAINSTORM GROUP | Denver, CO | 01.06 - 03.06

Concepted and designed lead generation campaigns for non-profit and Fortune 500 clientele. This is where I became the master of photoshop, as I was tasked with retouching hundreds of photos. Other projects included: identity design, direct mail, ad campaigns and brand positioning research.

## : MY COMPANY :

I've successfully run my own design company for over 3+ years while traveling the world. My clientele has been solely built from word-of-mouth recommendations from my clients. I create tailor-made design systems and campaigns that provide clients with the best solutions to tough problems whether it be tight deadlines, small budgets or lack of resources.

## : EDUCATION :

**BACHELOR OF THE ARTS DEGREE**  
in Graphic Design

The Art Institute of Colorado - *Spring 2006*

## : TECHNICAL SKILLS :

- Adobe CS5
- XMpie
- HTML & CSS
- Mac/PC Platforms
- Project Management
- Microsoft Office Suite
- iWork Suite
- Press checks
- WordPress
- Client Communication

## : CLIENT LIST :

- Microsoft
- Johns Manville
- Jansport
- Fullers
- Atticus Clothing
- OrigAudio™
- Avaya
- EAS
- Armed Forces
- The Palmyra Resort & Spa
- TW Telecom
- The Big Ten Conference



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## : MY CLIENTS :

### **YEN YOGA & FITNESS** | Traverse City, MI | 06.09 - Present

Initial brand development and ongoing lead generation campaigns including: branding/identity, stationary, design and development of email campaigns, promotional flyers, brochures and clothing design.

### **FIM GROUP** | Traverse City, MI | 11.08 - Present

Developed and designed a rebranding strategy that has been rolled out over the past three years. Projects include: print ads, stationary, direct mail, newsletter, brochures, flyers and website.

### **AGENCY AE** | Chicago, IL | 03.10 - Present

Worked with the inhouse design team to concept and design identity/branding solutions and print collateral for experiential marketing events.

### **AND! SALES** | Chicago, IL | 03.10 - Present

Created the overall design vision for And's online presence, which includes their **website with an online shopping cart for 10,000+ products**. Design and photography for external marketing campaigns to promote the 30+ product lines they represent.

### **SUGAR & SPICE TRADING CO.** | Montego Bay, Jamaica | 11.10 - 10.11

100% from scratch new concept and brand/identity design for a hotel café. Projects included: interior design graphics, website, product packaging, event planning/collateral, social marketing strategy and loyalty programs. **One event brought in a 200% increase in daily sales.**

### **ORIGAUDIO™** | Orange County, CA | 05.09 - 12.10

**Designed numerous projects for an up and coming speaker company featured on ABC's Shark Tank.** Projects included: website, mini-sites, product packaging, identity/branding and event collateral.

### **MONDO ROBOT** | Denver, CO | 06.09 - 12.09

Worked with the inhouse team to design and develop a pitch for Microsoft executives to use in their new back to school campaign. This included an interactive powerpoint presentation and supporting print collateral.

## : AWARDS :

- **2009 BMA Gold Key – TW Telecom**  
Re-Branding: Corporate branding campaign
- **2009 BMA Gold Key – TW Telecom**  
Total B2B Campaigns: Campaigns for which production and media costs were between \$50,000 and \$250,000 during a 12-month period
- **2009 BMA Gold Key – 5280 Solutions**  
Branding: Corporate Identification Program
- **2009 BMA Silver Key – TW Telecom**  
Online Branding Campaigns
- **2009 XM Pie "Best of the Best"**  
for B2B Cross-Media Marketing Campaign
- **2008 Best B2B Website, B2B Magazine**  
for SpecJM.com

## Design

is the application of intent –  
the opposite of happenstance,  
and an antidote to accident.

: Robert L. Peters