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## : PROFILE :

Outgoing and passionate, with a not-so-hidden love of adventures in traveling, animals, and cooking. Embraces her inner geekiness and perfectionism, especially when dealing with kerning, leading, guidelines, grids and web analytics. 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, bolder.

## : AGENCY EXPERIENCE :

**Graphic Designer** | MONDO ROBOT • 03.09 | Present  
Conspired with Art Directors to develop and support campaigns for Microsoft and other clientele. Projects included: campaign collateral, one sheets and powerpoint presentations.

**Art Director** | FIM GROUP • 11.08 | Present  
Worked with the Communications Director to develop a rebranding strategy and implemented design of the campaign, including: print ads, stationary, direct mail, newsletter, brochures, flyers and website.

**Art Director** | SPARK! MARKETING • 11.08 | Present  
Collaborated with the Creative Director to develop and support strategic campaigns for several of the company's clients. Projects included: identity/branding, newsletters and brochures.

**Graphic Designer** | FACTION MEDIA • 08.06 | 10.08  
Developed and supported campaigns for company's wide range of clients, including several *Fortune 500* clients. Directed workflow of print production, press checks, supervised and trained interns/freelancers, art direction of photoshoots/video production. Projects included corporate web sites, direct mail/e-mail campaigns, mini-sites, identity/branding, event planning/ decor and internal collateral systems.

**Internship** | THE BRAINSTORM GROUP • 01.06 | 03.06  
Worked with Art Directors to develop and support campaigns for many of company's clients, including *Fortune 500* clientele. Projects included identity design for promotional event, direct mail invitations/save the date, brand positioning research, ad concepting and general production work.

## : EDUCATION :

BACHELOR OF THE ARTS  
Degree in Graphic Design  
The Art Institute of Colorado  
Spring 2006

## : TECHNICAL SKILLS :

- Adobe CS3
- Microsoft Office Suite
- XMPie
- iWork 08 Suite
- HTML & CSS
- Press checks
- Mac/PC Platforms

## : CLIENT LIST :

- Microsoft
- Avaya
- Johns Manville
- EAS
- Atticus Clothing
- FIM Group
- TW Telecom
- 5280 Solutions
- OrigAudio
- TBA Credit Union
- Rocky Mountain Foundation
- Safe Harbor Elk Lab Rescue

## : FREELANCE EXPERIENCE :

**Graphic Designer** | 24 SEVEN DISCOVERE • 05.09 - Present  
Design and produced company brochure and re-skinned website.

**Graphic Designer** | ORIGAUDIO • 03.09 - Present  
Design and developed e-commerce site and e-mail templates.

**Graphic Designer** | CONFLICTGEEK • 10.08 - 01.09  
Developed identity and branding system.

**Graphic Designer** | COMMUNITY BASED STRATEGIES • 11.08  
Developed identity and branding system.

**Graphic Designer** | SJM COMMUNICATIONS • 07.07  
Enriched branding system and collateral pieces.

**Graphic Designer** | LEARN THE BOOK • 04.07  
Redeveloped identity/branding system, including logo and powerpoint templates.

**Graphic Designer** | SAFE HARBOR LAB RESCUE • 10.05  
Developed enriched collateral materials for client's current identity system, including: brochures and flyers.

**Graphic Designer** | STONEHOUSE ENTERPRISES, INC. • 06.05  
Redeveloped identity system and collateral materials, including stationary, forms and checks.

**Graphic Designer** | ATTICUS CLOTHING • 09.04  
Designed screen printed graphics for Women's Fall/Holiday 2005 clothing line.

**Graphic Designer** | TAMBOPATA EXPEDITIONS • 06.04  
Developed marketing strategy and identity/branding system for earth friendly and eco-conscious client. Collateral included: stationary set, website, web banners, signage and T-shirts.

**Web Designer** | YCMERCHGUY.COM • 03.04  
Designed, developed and maintained weekly updates for HTML programmed website.

**Web Designer** | METRONET TELECOM, INC. • 06.02 | 01.03  
Redesigned, developed and maintained corporate web site. Programmed using HTML and CSS.

**Web Designer** | CSCU CREDIT UNION • 04.02  
Redesigned and developed corporate website in collaboration with inhouse developers. Solution was programmed using HTML and CSS and integrated into previously created backend database.

## : RESULTS :

The Avaya Likely Buyers Acquisition Campaign was a resounding success, putting traditional direct response results to shame.

- 17,857 total quantity mailed
- 1,568 total responses
- 8.78% response rate
- \$57.8 million in new projected annual recurring revenue

## : 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 – Johns Manville**  
Newsletters / Magazines
- **2009 BMA Gold Key – 5280 Solutions**  
Branding: Corporate Identification Program
- **2009 BMA Silver Key – TW Telecom**  
Online Branding Campaigns
- **2009 BMA Silver 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 XM Pie "Best of the Best"**  
for B2B Cross-Media Marketing Campaign
- **2008 Best B2B Website**, B2B Magazine

## Design

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

: Robert L. Peters