



Robert Carroll ART DIRECTION & DESIGN

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My goal is to help you successfully promote your message and build loyal customers through effective advertising and promotional design.

EXPERTISE

Art and creative direction

Brand identity

Print design: Advertisement and marketing collateral

Digital design: Email, landing page and banner ad

Front end web concept and design

Copywriting and editing

Digital illustration and rendering

Photography, retouching and color correcting

Independent worker, team player or team leader

Strong communication and presentation skills

Project planning and coordination

Software: Adobe Creative Cloud, Microsoft Office, WordPress

EXPERIENCE

6/12-present: Graphic Designer – LSC Communications, St. Louis, MO office

Promotion of office supplies via print and web advertising. In this role I concept and design publication advertising, marketing collateral, email promotions, landing pages and web banners.

7/07-present: Freelance Art Director/Designer, St. Louis, MO

Concept and design services for Creative Producers Group, Propaganda, Monsanto, Hughes, and TOPS Products. Also for Marlin Company and Executive Data Control in Springfield, MO, and Diskeeper Corp. in Burbank, CA.

3/04-7/07: Freelance Art Director/Designer, Los Angeles, CA (concurrent w/ below)

Concept and design services for Mattel Hot Wheels, Entertainment Lighting Services, Rocky Mountain Chocolate Company, Birns & Sawyer Film Production Equipment.

3/04-7/07: Photo Retoucher/Production Artist – Russ Reid Advertising, Pasadena, CA

Retouching and enhancing images for placement, prepping files for press.

12/00-3/04: Art Director – Y&M Associates, Glendale, CA

Art direction and copywriting focused on food services, toys and the film industry.

3/00-12/00: Freelance Designer – Greater Los Angeles area, CA

Concept and design for various ad agencies.

3/98-3/00: Designer – City of Los Angeles Housing Authority

Promotional material design and copywriting, pricing and outsourcing print jobs.

EDUCATION

University of Central Missouri - Bachelor of Fine Arts, Graphic Design, Minor in Marketing

Continuing education: Web design training - Missouri State University and EdX.org

Photoshop World Conferences.