

PROFILE

- Talented Director/Designer • Experienced Print Production Artist/Manager • Brand Management
- Web Design, Programming and Management

Innovative and dependable director, providing on-target planning and follow-through. Capable of solid creative development and team management. A background heavy in leadership, innovation, creativity, and methodical problem solving. Deeply immersed in design principles and the creative process. Trusted and proven. Organized and experienced.

EXPERIENCE

Proven Creative Development: Determined leader who works well with creative talent to inspire, instruct and manage. Independent within the scope and development of a given project, yet accountable, and communicative. Approachable and easy to work with. I Work well with executive leadership and coordinate well with lateral department management. We all succeed together.

Proven Leadership: During stressful time crunch situations, known for keeping my cool, and looking for big picture solutions. Have often suggested solutions that resulted in substantial cost and time savings without sacrificing quality. Have managed creative teams and web teams for daily task progress and during critical time lines such as convention and time-sensitive promotions and campaigns.

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

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 charged 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 marketing initiatives of which I played a major role. Projects included print, video, web design, marketing collateral, and product labeling and design.

Managed Environmental Design and Production for Annual Conventions: Was instrumental in creation, planning, and timely roll-out of all print elements for major annual conventions, including posters, banners, decor, video production, style, and backgrounds, all collateral printing. Attendees near 5,000. Was responsible for on site management of all graphical, A/V and sound concerns and involved in 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 product campaigns established robust new lines with equally exceptional sales performance.

Skills: Energetic and highly capable director. Personable and enjoy working with clients, creative personnel and management. Strong direct leadership style, with ability to listen and synergize. Very proficient at problem solving and implementing practical solutions under pressure. Strong design and graphical skill, professionally fluent in industry standard software, and web protocols. Possess excellent written and verbal communication skills.

WORK HISTORY

Roberts Design Designer/Director *Currently*

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 direct marketing companies and manufacturers of nutritional products, technology companies, banking industry. These companies require fast turn around and high quality design, as well as constant updates

WORK HISTORY (cont'd)

to web content and product literature. Also produce innovative product labeling solutions, and packaging design. I have a strong background in print, having specialized early in pre-press and graphics, then moved into design and direction with magazine, packaging, and advertising work.

dōTERRA International Web Program Manager 2009 - 2013

Managed print and web for dōTERRA, but moved over to manage the web program for this direct marketing international corporation. This encompassed all websites, replicated websites, virtual office look and feel and the "tools" website; a website devoted to offering organized visual graphics, product photography, product documentation and other resources to distributors. I managed the content, design processes, coordination and functionality of all web programming. This included timely updates and massive redesigns. Also provided graphic design and web design for communications such as newsletters and online promotions. Managed and developed "microsites" for short term promotions or events. These were small, graphically rich, content driven websites that required good usability standards as well as exciting promotional design.

Young Living Essential Oils International Creative Director 2003 - 2007

Managed a team of 13 creative professionals in print, web and video production, including copy writers. Oversaw all projects such as constant product promotions, labeling, new product lines, convention organization in conjunction with contributing departments, oversaw the re-design of corporate web site and designed several auxiliary web sites. The team produced annual product catalogs, 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. I managed and directed outsourced photography, model and acting talent, convention design, print production etc.

Logilent Learning Systems Creative Director 1996 - 2001

This fast paced online university helped thousands certify as computer professionals worldwide. My responsibilities were to design and coordinate all print materials for national advertising, textbooks with infographics, online documents, web site construction and design, all internal collateral materials, as well as corporate branding and identity.

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. Managed the magazine's web site. Designed numerous ads for Novell clients, which included large international advertisers and other high tech companies.

PRIOR EXPERIENCE

Prior to becoming Creative Director for NetWare Connection Magazine, I was a designer for LAN TIMES magazine, the flagship magazine for Novell during the height of Novell's success years.

Have worked in 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 and 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, who loves to hike, climb mountains, and explore, especially wilderness backpacking. Cross country and downhill skier. Enjoy running. Involved in scouting and community service.

OTHER

Income Builders International - 1 week business training seminar; *WoodBadge Training* - 6 days intensive leadership training; *Kodiak Leadership Retreat* - 1 week wilderness experience-based leadership summit; *Vital Conversations* - 2 day communication strategies seminar; *Influencer course* - *VitalSmarts* business strategy training. FDA regulations/marketing training.