

PROFILE

- Talented Designer / Director
- Experienced Print Production Artist
- Creative Solutions Provider
- Branding Experience
- Web and Print Design and Management Experience

Innovative and dependable, providing on-target planning. Capable of solid creative development. A background heavy in computer skills, innovation, creativity, and methodical problem solving. Deeply immersed in design principles and the creative process. Trusted. Proven. Solidly experienced.

EXPERIENCE

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. Fluent in HTML, CSS and the incorporation of PHP. Professional working skill with WordPress and DotNetNuke platforms involving content management and design.

Proven Project Development: From planning, conceptual guidance, and implementation - to final cutting-edge results. Independent within the scope of the project, accountable, and communicative. Approachable and easy to work with. I drive projects through once they are initiated with careful coordination with other team members and management.

Team Player: During stressful time crunch situations, I am known for keeping my cool, and looking for "big picture" solutions. Have often suggested solutions that have resulted in substantial cost and time savings. I work very well with management and outside vendors and distributors/customers when called upon to do so. Am always conscious of where our sales come from.

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, multi-media efforts to support campaigns, supportive collateral and many other projects.

Managed Environmental Design and Production for Annual Conventions: Was instrumental in creation, planning and roll-out of print elements for major annual conventions, including posters, banners, decor, video style and backgrounds, all collateral printing. Attendees near 5,000. Was responsible for management of all graphical, A/V and sound concerns and 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.

Managed Creative Design / Rebuild of Essanté Shopping Cart: In cooperation with Trinity Software Development, we utilized their framework, and completely rebuilt our existing shopping cart. The Trinity design style we started out with was rudimentary at best. This required extensive design / branding development using css, javascript, and graphic elements, banners, clean new images, header images, color and text style conversion to match our standard. The project spanned 6 months during which time routine marketing initiatives still had to be met. This required management skills for the design process as well as programming understanding and learning their entire system.

Skills: Energetic and highly capable designer. Highly personable and capable of working with clients and management. Very proficient at problem solving and implementing practical solutions within expected timeframes. Adaptable, and ever learning. 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 2012 - Present

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 network marketing companies and manufacturers of nutritional products and others. These companies require fast turn around and high quality design, as well as constant updates to web content and design. Also, innovative product labeling solutions, and packaging design. I've worked extensively with complex database driven web sites through content management systems in conjunction with back-end programmers. As well as managing traditional HTML/CSS/PHP type websites and .ASP. There are elements of .XML, FLASH, JAVASCRIPT and other code languages that I have deployed and modified.

dōTERRA International Web Program Manager 2009 - 2012

Managed the entire web program at dōTERRA an international network marketing corporation. This encompassed all websites, replicated websites, virtual office look and feel and the "tools" website; a website devoted to offering

WORK HISTORY (cont'd)

organized visual graphics, product photography, product documentation and other resources to distributors. I manage content, design processes, coordination and functionality of all web programming. This includes timely updates and massive redesigns. I spent two years initially managing all design / print / web projects. The scope expanded rapidly requiring a split between web and print. I Also provide graphic design and web design as well for communications such as newsletters and online promotions. I also manage and develop "microsites" for short term promotions or events.

Young Living Essential Oils International Designer/Director 2003 - 2007

Oversaw the design and implementation of complete corporate re-brand. Along with design team designed and directed all print collateral and signage for annual conventions resulting in substantial on-site sales and long term brand loyalty. Oversaw design for promotional campaigns that produced blazing sales expansion. Oversaw the re-design of corporate web sites and designed several auxiliary web sites. Produced annual product catalog, 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.

Logilent Learning Systems Designer/Director 1996 - 2001

This fast paced on-line university helped thousands certify as computer professionals worldwide. My responsibilities were to design and coordinate all print materials for national advertising, textbooks, online documents, web site construction and design, all internal collateral materials, as well as branding, including logo design, color scheme and all collateral templates, etc.

NetWare Connection Magazine Designer/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 and designed the magazine's web site. Designed numerous ads for Novell clients, which included large international advertisers and other high tech companies.

PRIOR EXPERIENCE

Have worked with 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 an 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, love to hike and explore, especially wilderness backpacking. Cross country and downhill skier. Scout and young men leader. Distance runner; finished half marathon, we'll see what's next.

OTHER

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