



# ROBERT SHEPHERD

VISUAL DESIGNER | SENIOR CREATIVE

## CORE COMPETENCIES

### Creative Strategy and Development

Grow and continue to strengthen the agency's body of work, while identifying new opportunities for expansion.

### Client Engagement

Establish trust and strong relationships with key stakeholders in client organization at all levels from Senior team to day-to-day management.

### Management of Projects and People

Provide overall leadership and creative strategy to project team while meeting budgets and maintaining excellence.

### Thought Leadership

Lead internal teams towards bringing new initiatives to our clients.

## CAREER EXPERIENCE

- 2012 - Present Creative Consultant - MosaicVisual Communications
- 1999 - 2012 Creative Manager - HD Supply
- 1998 - 1999 Art Director - Euro Stlye Advertising
- 1996 - 1998 Senior Graphic Designer - Midway Home Entertainment
- 1994 - 1996 Senior Graphic Designer - McIntyre Advertising
- 1992 - 1994 Graphic Designer - Educorp
- 1992 - 1992 Graphic Designer - ImageOne Advertising
- 1991 - 1992 Graphic Designer - Skyline Displays
- 1989 - 1991 Graphic Designer - Imprinted Products

### Created:

- Websites (WordPress/HTML/CSS/jQuery)
- Corporate Branding Programs
- Brochures and Marketing Collateral
- Point of Purchase (PoP) Displays
- Packaging, Catalogs, and Book-Jackets
- Display Advertising, and Marketing Materials
- "Flying Logo" Video Segments for Trade Shows
- Traditional, Digital, and 3D Illustrations
- Trade Show and Vehicle Graphics
- Logo Designs for Universities and Colleges

## PROFILE

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## CORE SKILLS

Visual Design

Web Development

Digital Marketing

## TOOLBOX

InDesign

WordPress

Dreamweaver

Photoshop

Illustrator

Strata 3D

Word

Excel

Powerpoint

Rank Tracker

Website Auditor

SEO SpyGlass

Premier Pro

After Effects

Houdini

Sequel Pro

Manga Studio

Fireworks

## TECHNOLOGY

HTML

CSS

JavaScript

PHP

## EDUCATION

**Computer Science / Visual Design**  
 1984 - 1986 San Diego State College  
 1988 - 1990 Platt College