

ROBERT HAZELRIGG

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SUMMARY

Creative, results-driven Art Director with 15+ years experience in both corporate and freelance environments. Proven success in both agency and client side with award winning website and print designs. Major strengths and passion for advertising, branding, communications and networking. Significant skills include designing ads, logos, booklets, brochures, websites, direct mail, retail packaging, presentations, trade show displays, print publications and electronic media. A seasoned professional who draws on a broad base of experience to develop creative solutions to deliver value and profitability to clients.

FUNCTIONAL SKILLS

- Adobe Photoshop Extended CS4
- Adobe Acrobat CS4
- Adobe Fireworks CS4
- Microsoft Office 2008
- Adobe Illustrator CS4
- Adobe Dreamweaver CS4
- Adobe SoundBooth CS4
- Apple Final Cut Express
- Adobe InDesign CS4
- Adobe Flash CS4
- QuarkXPress 8
- Apple iWork

PROFESSIONAL EXPERIENCE

DESIGNWRITE, Princeton, NJ

2005 – 2009

Manager, Graphic Design & Production

Directed the design and production of print, electronic, and online graphic materials for medical communications firm.

- Managed vendors and freelancers, ensuring client demand was met and/or exceeded.
- Translated directives into effective branding strategies for major pharmaceutical companies.
- Designed targeted social networking websites, presentations, and print collateral materials enabling successful launch of start up company.
- Received recognition for the implementation of cutting edge technologies by Adobe Systems.
- Led initiatives to build an automated publishing workflow resulting in faster production time and reduction in cost to both company and clients.

YOURHOMEDIRECT.COM / FOXTONS, W. Long Branch, NJ

2001 – 2005

Art Director

Directed design of all brand-identity, growth, and advertising programs within an aggressive market.

- Developed and translated innovative corporate strategies into effective advertising campaigns.
- Designed all corporate branding / graphic styles enhancing overall company image.
- Directed and managed a team of vendors, freelancers, and design staff, performing above expectations.
- Innovated and implemented an effective branding and advertising program resulting in the fastest growing real estate company in American history.
- Increased sales 200% with innovative marketing strategies.
- Reduced production costs by 50% with automated publishing workflows.
- Awarded as winner of “Best of the Web” 2002 by SouthJersey.com.

BALDWIN & OBENAUF, Raritan, NJ**2000 – 2001****Art Director**

Designed successful corporate presentations, websites, and print materials for advertising agency.

- Led presentations on-strategy communications directly to clients enhancing corporate communications.
- Exceeded expectations by designing award-winning intranet site for healthcare company.

IMC, Homlidel, NJ**1997 – 2000****Art Director**

Designed successful packaging designs, POP, and print materials for advertising agency.

- Led creative teams to develop targeted promotional materials.
- Landed Johnson & Johnson, Philips Lighting and other major accounts through creative business pitches.
- Appointed as Art Director of 7 major consumer brands based on the success of marketing designs and clients continued business.
- Designed IMC's website and corporate brand identity enhancing overall company image and profitability.

QUADRANT HEALTHCOM INC., Belle Mead, NJ**1994 – 1997****Art Director**

Developed cover and layout design concepts for flagship monthly publication.

- Designed all promotional and marketing collateral communications ensuring the continued sales growth of company.
- Contracted and supervised 3 freelance artist and production staff ensuring quality performance.
- Advanced magazine to 3rd most read medical publication as result of highly effective art direction and communication designs.
- Awarded 3 Rx Club Design awards for medical magazine cover and layout designs.

EDUCATION

BA, Communication Arts, University College at Rutgers University, New Brunswick, NJ

AA, Communication Arts, Brookdale Community College, Lincroft, NJ

CERTIFICATIONS

Apple Product Professional, Apple Computer Learn & Earn Program, Cupertino, CA

Master Macintosh Power User, Tekmetrics, www.tekmetrics.com