

# ROBERT SMITH

## CREATIVE PRODUCTION & DESIGN

from initial concepting to client presentation & approval  
to 360 brand campaigns & master file releases

773.430.4545

centurychicagomod@gmail.com

Chicago, IL

## SKILLS

Adobe Creative Suite  
Google Slides  
Microsoft 365  
Master File Production  
Creative Concepting  
Presentation Building  
Brand Identity & Logo Creation  
Packaging Design & Execution  
360 Campaign Design  
Pre & Post Production  
Digital Asset Creation  
Web Banner Execution  
Social Media Creation  
Interactive & Gamification Creation  
OOH Design & Production  
New Business RFI, Strategy &  
Creative Campaign Creation  
Problem Solving  
Team Building & Resource Management  
Photography  
Agency Identity & Culture Building

## EDUCATION

**Purdue University**

**Bachelor of Arts**

Emphasis:

Art and Design

Creative Writing

English Literature

## EXPERIENCE

**The Escape Pod (Oct 2017 to April 2024)**

**Creative Studio Director**

Hands-on creative in charge of all agency production while contributing to creative concepting and new business. Clients: a2 Milk, BOA Blast, EGO Power+, Golf Pride, Kretschmar, Merrick Pet Food, Paws Chicago, Smithfield Foods, Southeastern Grocers, Think! bars, Turkey Hill Ice Cream, Zing Zang, as well as agency identity & pro bono projects.

**Leo Burnett (May 2016 to Oct 2017)**

**Senior Designer, Freelance**

Detail-oriented design, art direction & production, implementing strict brand standards in print, retail display, OOH, experiential, digital and social media platforms for: Molson Coors Brands (Miller Lite, Coors, Coors Light, Coors Banquet), Intel & Walmart.

**Havas Worldwide Chicago (Apr 2003 to Apr 2016)**

**Studio Supervisor, Senior Designer Lead**

Active creative manager and designer for all aspects of production & design including new business, agency branding & client work in print, OOH, digital and social for: Autozone, Bertolli, Claires, Cracker Barrel, Effen Vodka, Hefty, Hornitos Tequila, Kraft, Michelob Ultra, Moen, Potbelly Sandwich Works, Pucker Vodka, Ragu, Reynolds and Sears Holding Group, Sprint & Valspar.

**Century Chicago (Apr 2013 to present)**

**Founder**

A Mid Century Modern & Danish Modern furniture & objects d'art company. We find, design & restore classic pieces from the 50s, 60s, 70s & 80s, giving them new life with 21st century fabrics.