

robert erik zambrana

graphic design · brand creative · visual marketing

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SUMMARY

An adaptable Graphic Designer, Brand Creative, and Art Director suited to diverse industries including Direct Marketing, Community Marketing, Health & Medical, and Major Appliance aftermarket. A 20-year professional with an affinity for design that focuses on the end consumer and messaging that drives the desired market segment, be it through branding, advertising, display, or packaging.

- Graphic Design
- Creative Direction
- Layout
- Art Direction
- Brand Creative
- Copywriting
- Visual Marketing
- Packaging Design
- Sign & Display Design
- Fluent with Adobe Creative Cloud
- Functional familiarity with front-end web design (HTML/CSS)

PROFESSIONAL EXPERIENCE

ELECTROLUX, NA, CHARLOTTE, NC

2010-2015

Consumer Services Group for Major Appliance Manufacturer

GRAPHIC DESIGNER (2010-2015)

Brand and packaging design, management of art department work as required by account managers for aftermarket needs, including B2B, B2C, advertising and promotions.

- ▶ Complete redesign and implementation of aftermarket brand for environmentally-conscious aftermarket product line, which would become "ecosential by Smart Choice®", saving almost 18 months and estimated \$170k (based on previous billings) while still executing inside the original commercialization timeline.
- ▶ Update and redesign of brand/ID and packaging for the full Smart Choice® aftermarket line in two stages, including creative direction of display and collateral, helping to realize an estimated six figure savings for department.
- ▶ Build aftermarket branding and style in line with Frigidaire Majors for the Water Filter and Refrigeration accessory business, including the new Custom-Flex and Spacewise lines that gave a coherent family branding that had not previously existed to boost brand recognition at retail.
- ▶ USPTO and Global Intellectual Property Patent (held by Electrolux, NA) for Scannable Code Product Registration Automated workflow, 2012.

YMCA OF GREATER CHARLOTTE, CHARLOTTE, NC

2007-2010

YMCA of Greater Charlotte; Center City YCommunity

MARKETING & IMAGE DIRECTOR – CREATIVE & DESIGN (2007-2010)

Help build membership, fitness and outreach programming and engagement through lifestyle marketing, campaign design and execution of marketing strategies for YCommunity cluster and Association Metro marketing coordination at branch level.

- ▶ Support of Community Outreach efforts and events to help meet or exceed six-figure annual goals.
- ▶ Designed a custom invitation set for the YMCA-hosted Charlotte premiere of the Erik Weißenmayer film "Blindsight", by special request of the Metro office Outreach department. Project incorporated braille effects and faux varnishes and a custom envelope, all well under budget.
- ▶ Helped align branches with Association general standard; helped cut costs by developing collateral for special programs and events to print on-demand from internal printer network instead of relying on more expensive external printing.

GRAPHIC OUTPOST, CHARLOTTE, NC

2005-2008

General Service Graphic Design Firm

CREATIVE DIRECTOR & OWNER (2005-2008)

Creative Direction, account management, production, traffic and freelancer management for a small business/new business-centric design firm handling branding and ID, print, sign & display, copy writing, image and (pre-Web 2.0) web design for a variety of clients in fields such as medical, medical billing, construction and renovation, software development, music and also other agencies (including a previous employer).

- ▶ Major contributions to **FABA** (Fredericksburg Area Builders Association). Award win for **Leeland Station** community, 2006, for Jack Morris Advertising.
- ▶ Major contributions to **MAME** (Major Achievement in Marketing Excellence) Awards for **Stone Ridge** community, including Community Signage and Wayfinding suite, 2005-2007 for Jack Morris Advertising.
- ▶ Served as contract Creative Director and provisional CMO for educational software startup, **A Parliament of Owls**, during initial funding rounds, 2007-2008.
- ▶ Golden Web Award for both **SouthRidingPediatrics.com** and **FarrellPediatrics.com**, 2003-2004

JACK MORRIS ADVERTISING, FALLS CHURCH, VA/LEESBURG, VA

2000-2005

Advertising, Marketing and Public Relations agency

GRAPHIC ARTIST (2000-2005)

Execution of creative direction, building out style elements for clients and layout of advertising, brochures, ID suites, with an eventual strong focus on displays, signage and wayfinding. (Note that Jack Morris Advertising also became a client of Graphic Outpost).

- ▶ Contributions to **MAME** (Major Achievement in Marketing Excellence) Awards for **Stone Ridge**, 2003-2005.
- ▶ Contributions to **MAME** (Major Achievement in Marketing Excellence) Awards for **American Heritage Homes** communities.
- ▶ Contributions, including Best Community Signage **MAME** (Major Achievement in Marketing Excellence) Awards for **Leeland Station**.
- ▶ **FFFL** (Finest for Family Living) and Monument Awards for contributions to **The Reserve in McLean**.

EDUCATION/TRAINING

BACHELOR OF FINE ARTS; GRAPHIC DESIGN

Savannah College of Art and Design, Savannah, GA

SKILLS DETAIL

- ▶ Fluent with **Adobe Creative Suite/Creative Cloud** (current with CC2015), particularly **Illustrator**, **Photoshop**, **InDesign**, **Acrobat**, and **Dreamweaver**; functional familiarity with **Premiere**.
- ▶ Fluency with **Microsoft Word** and **PowerPoint**; familiarity with **Excel**.
- ▶ Front-end web design via **XHTML/CSS**, some **HTML5**; familiarity with **PHP/MySQL**
- ▶ **Copy writing** and message-focused **campaign creation**, from brand-focused marketing, to consumer-centric lifestyle messaging and community-driven outreach awareness.
- ▶ **Digital illustration**, including cartooning, general illustration, and site marketing plans.
- ▶ Experience with product and catalog **photography**, touchups, cloning, and compositing.
- ▶ **Signage**, wayfinding, tradeshow booth, and display design.