



Robert D. Hawley

1373 Lukas Lane, Saratoga Springs UT 84045

p: 801-913-6992 e: rob@robhawley.com portfolio: www.robhawley.com

ART DIRECTOR and GRAPHIC DESIGNER with more than 15 years experience interpreting marketing communications strategies to create effective, economical, arresting visual ideas appropriate for all targeted media, traditional and online. Mastery of design techniques for graphic identity, collateral material, packaging, exhibits, web sites, and social media. Accomplished in all design and illustration software in common use. Available for staff position in creative, challenging, marketing-oriented organization that demands strategic thinking, astonishing ideas, and effective communication.

CAPABILITIES Understanding and interpreting marketing objectives, campaign strategies, communication tactics, and working in team environment or on solo assignments to create concepts and develop designs to communicate effectively with target audiences.

Proficient in all common platforms for both Mac and PC including Adobe Indesign, Illustrator, and Photoshop, Quark Xpress, Dreamweaver, Microsoft Office, and Powerpoint.

Hands-on experience in design and layout for brand development, print advertising, collateral materials, corporate identity, trade show exhibits, product packaging, UX/UI front-end web design, mobile apps, online banner advertising, and e-mail campaigns.

Portfolio demonstrating abilities and accomplishments in these and other areas is available for viewing at www.robhawley.com.

RECENT WORK **Interact Media Works, Art Director** (Current)

EXPERIENCE Lead UX/UI designer for web, mobile and print collateral, including: identity, stationary, and tradeshow graphics.

Rare Method Interactive, Freelance Art Director

Lead the re-design of multiple corporate websites along with collateral materials for global communications companies.

Ancestry.com, Art Director (July, 2007 through October 2009)

Responsibilities included the management of the Ancestry.com brand, design of landing pages, email communications, banner advertisements, trade show graphics, software products, directmail, magazine ads and brochures. The 2009 release of the Family Tree Maker software was the most successful release to date, which generated over \$1 million in sales revenue for Ancestry.com.

Holmes & Co. Advertising, Designer/Art Director (Jun, 2003 through July, 2007)

Responsibilities included the design and art direction for Annual reports, magazine/ newspaper ads, branding, collateral materials, brochures, directmail, website design, and email communications.

-
- RECENT RECOGNITION**
- Silver Addy, AAF/Utah, World Archives Project (2009)
 - Gold Aster, Hillcrest Retirement Community (2005)
 - Gold Aster, AdvancedMD “Contribution” Directmail (2004)
 - Best of Show, Pomona Valley Hospital Medical Center Annual Report (2004)

-
- FORMAL EDUCATION**
- Bachelor of Fine Arts, Graphic Design, University of Utah (2003)
 - Associate in Applied Science, Graphic Design, Utah Valley University (1999)

-
- PERSONAL ACCOMPLISHMENTS
AND INTERESTS**
- Married, father of four
 - Eagle Scout, Boy Scouts of America
 - Volunteer Missionary to Australia, Church of Jesus Christ of Latter-day Saints
 - Enjoy reading, game playing, hiking, hunting, fishing, music, and theater