

Robert Magliari

35 north perkins avenue • elmsford, new york 10523 • 914 907 7679 • robert@robertmag.com

Designing and marketing for major brands since 1989. More than 16 years of multi-disciplined creative experience in print advertising, branding and identity, multimedia, packaging, promotions, conventional and digital illustrations, Web marketing and site design across various industries including consumer packaged goods, food and beverages, financial services, entertainment, retail, hospitality. Won numerous awards for print and digital work, among them 4 Macromedia Awards, 2 Web Integrated Strategic Environments Awards and 6 Advertisers of Westchester Awards.

experience in design

may 2003– present

sole proprietor / creative director

robert mag studios white plains, new york

- Provided overall creative direction, conceptualization and supervision for multi-channel projects including web, database user interface, print, packaging, animations and illustrations.
- Developed:
 - Global branding strategy, standards and guidelines including identity, logo design, marketing and corporate collateral
 - Marketing programs, campaigns and collateral across print and online mediums
 - Illustrations for cross-medium usage including digital animation, print, packaging etc.
- Managed creative resources including copywriters, information architects, flash designers etc.
- Developed marketing collateral for new business development.

Clients include: Poland Springs (Nestlé Waters North America), W Hotels Worldwide, Starwood Hotels & Resorts, Smirk & Dagger Games, Marketing Drive Worldwide, e-Business Technologies, Speed of Sound Worldwide, Chocolate Moose, Westchester Weekly, Jekyll and Hyde Productions.

october 1999 – may 2003

asst. creative director

modem media east norwalk, connecticut

- Assessed business needs for developing creative strategy and marketing programs for Web platforms domestically and internationally.
- Managed and led design team of 2-5 in projects from conceptualization through to execution.
- Developed global branding standards and guidelines.
- Interfaced with clients including presentations and collaborative strategy discussions.
- Creative support in new business developments at 100% win-rate.
- Resident expert for Modem Media's print projects.
- Created high-quality conventional and digital illustrations.
- Billable rate average 95%.

Clients include: Kraft Foods, JCPenney, Unilever, General Electric, John Hancock, UBS Warburg, and CitiBank.

client highlights:

Kraft Foods

Directed and developed various successful marketing campaigns for Kraftfoods.com, Capri-Sun, Planters, Nabisco, Tombstone, Lifesavers, Kool-Aid including rich media and traditional banner campaigns, e-mail campaigns (acquisitions, viral etc), advertorial integration, utilizing technologies such as EyeBlaster, Enliven, Flash, DHTML. Created one of the most successful promotion in Modem Media history with Planter's "Crunchtime" with 31% purchase intent increase and 150,000 e-mail address captured, 5% requested re-contact. Honorable mention from Insight 2003 for "Best Online Advertising Campaign" for Kraft's "Too Munch Fun" campaign with 23% click-through rate on a single unit.

UBS Warburg

Creative direction for UBS Warburg's International Foreign Exchange extranet. Interfaced with clients in London. Conducted extensive global client and customer interviews and usability testing. Developed styleguide for use by global UBS vendors to maintain the integrity of the brand on the Web.

General Electric

Directed creative direction for team of 5 designers producing site solutions for several GE business units.
Creative lead for Jack Welch succession site. Redesign of GE.com 2000. Developed GE.com styleguide.

april 1998 – october 1999

design director

alcone marketing darien, connecticut

- Responsible for setting design standards and maintaining design integrity as Alcone's first Design Director.
- Conceptualized and developed high-budget and high-quality promotional pieces for Smirnoff, Stolichnaya, Gordons, José Cuervo and other leading liquor brands.
- Produced various POS materials and advertising for Clairol and M&M/Mars.
- Directed and produced photo shoots.
- Managed design team as well as oversee and fulfill design needs of other business units.
- Managed client and vendor relationships including print suppliers, illustrators, photographers etc.

october 1989 - december 1997

creative director

on-line design harrison, new york

- Supervised and led team in packaging and print design projects, from creative and strategic conceptualization through to execution.
- Interfaced with clients. Ensure successful delivery of service on budget and time.
- Managed vendor relations including print suppliers, commercial illustrators and photographers. Negotiated on service contract.
- Responsible for award-winning designs including food and beverage packaging, CD/video packaging, logos, promotional items and digital illustrations.
- Packaging clients included Saratoga Water, Tennessee Mountain BBQ sauce, Café Del Mar, Avida Vineyard, Halos Candy, Conch Ale Microbrew, Smeets Alcohol and Great American Audio Toys, Doug Munro (jazz artiste) and The Blouisiana Hurricane (jazz compilation CD).
- Developed multimedia presentations and the first Web sites for clients including T.G.I.Friday's Worldwide, NabiscoKids, Marriott's Gold Standard, Goldschläger's SchlägerZone and Malibu Rum's Beach Party. Won 8+ Internet awards including Macromedia, WISE, New World Marketing.

november 1985 - october 1989

art director

rye printing company rye, new york

Developed logos, brochures, advertisements and promotional material for companies and individuals.

september 1981 - november 1985

graphic designer/art dept. manager

ETCO pleasantville, new york

Produced 150-page annual catalogs utilizing design, illustration and copywriting skills. Produced various marketing collaterals including business cards, advertising flyers, trade ads and bi-monthly newsletter.

creative & technical skills/experience

- Professional conventional and digital illustrator
- Expert knowledge of Photoshop, Illustrator, Quark
- Pre-press, 4-color and spot print process
- Basic knowledge of HTML, Flash MX

education

1986

State University of New York at Purchase, NY
Graphic Design and Illustration Concentration

1979

Mid-Westchester Center of Occupational Education, Valhalla, NY
2 year degree in Commercial Art

