

- I am a branding professional specializing in developing creative solutions resulting in targeted brand building and brand reach for my clients. I am transitioning from the small agency to a corporate creative services team.
- Professional Portfolio: [www.robinmeyer.com](http://www.robinmeyer.com)



#### CORE COMPETENCIES:

- Design Development
- Project Management
- Brand Design Strategist
- Graphic Design
- Art Direction
- Identity and Brand Development
- Adobe CS
- Team Manager
- WordPress Design & Updates

- Contract designer for The Ohio State University Moritz College of Law Viewbook. Includes new messaging and complex design strategies.
- For eight years, led the Meyer Bennett team responsible for design and production of a 12- to 16-page monthly magazine for Nationwide Insurance. Transitioned each edition of the magazine to an interactive format. Managed the magazine through two format redesigns. Designed and produced from start to finish each edition based on Nationwide's brand standards, and researched photos utilizing Nationwide's Brand Source.
- Team leader and project manager for large Nationwide staff sales exhibit which included design, gamification, and managing external partners for the development and structure. Acted as the liaison between Meyer Bennett and Nationwide's marketing specialists.
- Member of the design and messaging team for recent rebranding of The Ohio State University Moritz College of Law. This effort included the design and production of a new brand standards guide.
- Managed and coordinated complex design challenges for Brio Tuscan Grill for seven years. Projects included menus, copy, and price changes of 12 different markets.

## CLIENT EXPERIENCE January 2000 - Current

### THE OHIO STATE UNIVERSITY

I work as a contract designer and production artist for Viewbooks and other admissions materials for the Moritz College of Law.

- Lead designer of 2016 Viewbook
- Contributed to messaging and strategy
- Applications and admittance are up 16.5 percent in 2015 with expectations being higher for 2016.\*  
(*Columbus Business First, Dec. 21, 2015*)
- Concepts, layout, design, plus overall production
- Led the design team for the rebranding of Moritz
- Managed the initiative, brand identity, brand development, and brand guide.

### NATIONWIDE INSURANCE

For eight years, I managed an 8- 16-page monthly print and PDF interactive magazine, *The Challenger*, for Nationwide executives.

- Contract art director and manager
- Rebranded the magazine twice in eight years
- Managed printers
- Researched photo selection utilizing Nationwide's brand source, and maintained the budget

Support designer and art director for a variety of initiatives for Nationwide's Meetings and Events Team. Projects included exhibit design, banners, and logos. My role was conceptual layouts, design, and contributing to the look and feel of all projects.

Co-designer and art director for a large internal initiative, *Four Pillars of Change* for the sales staff. The digital game and exhibit was designed to help over 400 employees embrace and understand change within the department. This was done by using a magnetic exhibit where employees used magnets with their names to place near the titles they align. In addition weekly emails were sent to employees to play the game, *Pick a Pillar*. (*Please see portfolio for visual*)

- Team member for design, production, and messaging for three large exhibits and an interactive website game
- Managed the entire project
- Researched and hired interactive team for development

### SCOTTS LAWNSERVICE

I work on a variety of projects in many roles from designer to production artist. Projects include all marketing and promotional materials such as direct mail, advertising, graphics, along with internal sales guides and posters. I produce the initiatives from concept to finished production file.

Most recently, I was challenged with redesigning four SLS sales guides to their current brand, and transitioning two of the guides from the traditional printed format into a digital format. Detailed information can be found on my portfolio link: [www.robinlmeyer.com](http://www.robinlmeyer.com)

- Redesigned four sales guides averaging 85 pages each
- Managed the project both internally and all external partners
- Produced two guides interactive ePubs to display and work on tablets
- Produced one guide interactive PDF to display on desktop

### DIGITAL DATA TECHNOLOGIES, INC.

I was the primary designer for their website. In addition, I was also a part of the design team for a total company rebrand. I contributed to the overall look and feel for their new brand.

- Website designer
- Layout and production artist on most initiatives

### BRIO TUSCAN GRILLE | BON VIE BISTRO

- Support designer for most projects and primary designer for many
- Production artist for seasonal menu changes for as many as 12 different markets
- Leadership role for concepting, design, art direction and messaging of rebrand - part of a team
- Account manager

### EDUCATION

BFA | Bowling Green State University

Specialization in Graphic Design

Continuing Education CCAD - WordPress

Continuing Education CCAD - html/css

### SOFTWARE PROFICIENCIES

InDesign

Photoshop

Illustrator

MS Word

PowerPoint

Excel

WordPress