

# Robert McConnell

Tampa, Florida, United States

robertomcconnell@gmail.com

806-340-2233

[linkedin.com/in/robert-mcconnell-45b625142](https://www.linkedin.com/in/robert-mcconnell-45b625142)

## Summary

With 20 plus years in the industry, I bring a wealth of experience from my dynamic career in Advertising Agencies. My proficiency in the Adobe Creative Cloud, coupled with skills in web design, prototyping, wire-framing, and email marketing, distinguishes me in the field.

With a solid foundation in Advertising Design, Professional Photography, and Graphic-Web Design, I offer a unique fusion of technical prowess and creative insight. Throughout my career, I have consistently demonstrated a track record of successfully managing graphic design projects—navigating them from inception to completion. A key aspect of my approach is working closely with clients, ensuring their vision is not just met but brought to life.

## Experience



### Digital Asset QA Process Specialist

Rooms To Go

Jun 2024 - Present (3 months)



### Creative Art Director

Rocket Science Creative Studio

Dec 2022 - Present (1 year 9 months)

Passionate and results-driven Creative Director with a proven track record of leading creative teams to deliver impactful and innovative solutions. Seeking an opportunity to bring my strategic thinking, artistic vision, and leadership skills to a dynamic and forward-thinking organization.

Led a team of creatives in developing and executing strategic, visually stunning campaigns for clients.

Spearheaded concept development, ensuring alignment with client objectives and brand identity.

Successfully managed multiple projects simultaneously, consistently meeting tight deadlines and exceeding client expectations.

Collaborated closely with account managers, strategists, and clients to understand project goals and deliver creative solutions that drive results.

### Freelance Art Director and Web Designer

Freelance

Sep 1999 - Present (25 years)

As a Freelance Graphic Designer/Art Director, I offer a rich blend of creativity and technical expertise. Specializing in the Adobe Creative Cloud, I bring a dynamic skill set encompassing web design, prototyping, wire-framing, and email marketing.

With a proven track record, I adeptly manage projects from conception to completion. Client collaboration is at the core of my approach, ensuring their vision is not only understood but brought to life.

Experienced in coordinating with clients, junior designers, consultants, copywriters, art directors, and vendors. I ensure seamless teamwork, guaranteeing projects are delivered punctually and uphold the highest quality standards.

My passion for design is the driving force behind my commitment to excellence. In the freelance space, I thrive on translating ideas into impactful visuals, creating a lasting impression for clients.



## **Sr Graphic Designer**

### **Rooms To Go**

Nov 2022 - Jun 2024 (1 year 8 months)

Using Cloudinary image optimization tools to ensure that graphics are of high quality but load quickly, improving user experience.

Taking advantage of Cloudinary dynamic image transformation capabilities to create variations of images on-the-fly, such as resizing, cropping, or adding effects.

Implementing responsive design principles to ensure that graphics adapt well to different screen sizes and devices.

Utilizing Cloudinary media library to organize and categorize visual assets, making them easy to manage and retrieve.

Connecting graphic design elements with dynamic data sources, such as user-generated content, real-time updates, or personalized data, to create dynamic and engaging visuals.

Collaborating with developers and other team members to integrate Cloudinary into web or app projects seamlessly



## **Sr. Graphic Designer**

### **Masonite®**

Mar 2022 - Oct 2022 (8 months)

Lead a design team in developing and executing creative concepts for a diverse range of projects, including print collateral, digital media, and branding initiatives.

Collaborate with clients to understand their vision and requirements, ensuring the delivery of visually compelling designs that align with brand identity and marketing objectives.

Manage multiple projects simultaneously, meeting tight deadlines while maintaining a high standard of quality and creativity.

Mentor and guide junior designers, fostering a collaborative and innovative design environment.

Stay abreast of industry trends and emerging technologies, integrating new design techniques and tools into project workflows.



## **Sr Art Director**

### **StudioMax Design**

Jul 2021 - Feb 2022 (8 months)

Conceptualized and executed visual design strategies for a diverse range of clients.

Mentored and guided a team of designers, fostering a collaborative and innovative work environment.

Developed and maintained client relationships, actively participating in client presentations and pitches.



## **Sr. Graphic Designer**

### **AccuformNMC**

Jun 2021 - Jul 2021 (2 months)

Conceptualized and designed a wide range of signage projects, including outdoor and indoor signs, banners, and vehicle wraps.

Collaborated closely with clients to understand their branding requirements and delivered designs that effectively communicated their messages.

Executed projects from concept to completion, ensuring high-quality and visually appealing final products.

Proficient in using industry-standard design software, such as Adobe Illustrator, Photoshop, and CorelDRAW.

Stayed abreast of industry trends and emerging technologies to incorporate innovative design elements into projects.

Troubleshoot technical issues in graphic files for prepress, printing, application vinyl.



## **Sr. Graphic Design Specialist**

### **Image360**

Dec 2019 - Apr 2021 (1 year 5 months)

Creative and detail-oriented sign designer with a passion for transforming ideas into visually striking and effective signage solutions.

Proficient in utilizing industry-leading design software to conceptualize and produce eye-catching signs that meet client specifications and project objectives.

Experienced in collaborating with cross-functional teams, including clients and production teams, to ensure seamless execution from concept to completion.

Adept at staying abreast of design trends and incorporating innovative elements into sign projects.

Proven ability to manage multiple projects simultaneously while maintaining high standards of quality and accuracy.

Excels in communicating with clients to understand their vision and deliver designs that exceed expectations.

Ready to bring artistic flair and technical expertise to contribute to impactful visual communication through compelling signage

## **Lead Graphic Designer**

Hoarel Sign Co

Oct 2011 - Dec 2019 (8 years 3 months)

Conceptualized and designed a wide range of signage projects, including outdoor and indoor signs, banners, and vehicle wraps.

Collaborated closely with clients to understand their branding requirements and delivered designs that effectively communicated their messages.

Executed projects from concept to completion, ensuring high-quality and visually appealing final products.

Proficient in using industry-standard design software, such as Adobe Illustrator, Photoshop, Flexi and CorelDRAW.

Stayed abreast of industry trends and emerging technologies to incorporate innovative design elements into projects.

## **Junior Art Director**

Graficamente.com srl

Apr 2007 - Oct 2011 (4 years 7 months)

Lead a team of designers in the creation and execution of visual concepts for Gesu' Bambino Hospital, Nephrocare, Casolaro Hotellerie, Emile Henry, Gagliotta Yacht and Boats, Arezzo and Lecce City Hall, Navigare Expo, Societa' Pediatrica Italiana and many more.

Collaborate with clients to understand their vision and deliver creative solutions that align with their brand identity.

Manage multiple projects simultaneously, ensuring deadlines and quality standards are met.

Provide art direction and feedback to designers, fostering a collaborative and innovative team culture.

## **Lead Graphic Designer and Public relations**

OLTRE IL MERCHANDISING S.R.L.

Sep 2005 - Apr 2007 (1 year 8 months)

Creating and collaborate with the artists or teams directly to understand their vision and preferences for merchandise, like Eros Ramazzotti, Laura Pausini, Biagio Antonacci, Gigi D'alessio, Sal Da Vinci, Giorgia, Renato Zero, Alex Britti, Elisa, Eduardo Bennato, Gigi Finizio, Michele Zarrillo, Anna Tatangelo,

Massimo Ranieri, Gianluca Grignani, Scugnizzi and Napoli Basket team and Fondazione Cannavaro Ferrara.

Develop themes that resonate with the artist's music or the team's identity. Incorporate elements that fans can connect with emotionally, like T-shirts, hoodies, caps, signed merchandise, or unique memorabilia, etc.

Ensure that the merchandise meets quality standards. Consider sustainable and ethically sourced materials.

Establish relationships with reliable manufacturers and printers.

Set up merchandise booths at concerts and events.

Create limited edition items that are only available at live shows.

Ensure that necessary permissions and licenses to use the artist's or team's branding.

Protect the brand and trademarks associated with your merchandise.

## **Jr. Graphic Designer**

Hoarel Sign Co

Mar 2001 - Apr 2002 (1 year 2 months)

Creative and detail-oriented sign designer with a passion for transforming ideas into visually striking and effective signage solutions.

Proficient in utilizing industry-leading design software to conceptualize and produce eye-catching signs that meet client specifications and project objectives.

Experienced in collaborating with cross-functional teams, including clients and production teams, to ensure seamless execution from concept to completion.

Adept at staying abreast of design trends and incorporating innovative elements into sign projects. Proven ability to manage multiple projects simultaneously while maintaining high standards of quality and accuracy.

Excels in communicating with clients to understand their vision and deliver designs that exceed expectations.

Ready to bring artistic flair and technical expertise to contribute to impactful visual communication through compelling signage

## **Education**

**I.S.A. U. Boccioni**

Graphic Design & Photography

1994 - 1999



## **Centro Studi Ilas**

Graphic and Web design

2004 - 2005

## **Skills**

Digital Asset Management • Cloudinary • Jira • Digital Image Processing • Data Entry • Database Design • Microsoft PowerPoint • User Experience Design (UED) • Leadership • B2B Marketing Strategy

## **Honors & Awards**



### **Best Real Estate Visuals - DesignRush**

Mar 2023

Nominee for was recognized as one of the Best Real Estate Visuals.