

**ROBIN WHITE**

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PROFILE

I have created and designed advertising for a variety of clients from travel to eyewear. I have a strong agency background and I'm used to working with tight deadlines in a team atmosphere. My personal style involves the use of strong and often iconic images to drive the imagination and create interest in the product or service. I value the importance of a cohesive brand message. Experience with major national brands.

EMPLOYMENT**Whiterobin Design**, Pompano Beach (Freelance Design)

Art Director, Writer, Designer, working with local publications and clients on such projects as magazine layout, ad design, web design and email newsletters.

Leftfield Advertising, Fort Lauderdale

Art Director, Graphic Designer, Partner - Responsible for conception, writing, design and production of advertising including magazine and newspaper ads, brochures, direct mail and other collateral materials.

Costa Cruises, Miami

Art Director for an in-house marketing department of a major cruise line. Primary responsibilities included conceiving and designing advertising and collateral materials. Projects included magazine and newspaper ads, brochures, direct mail, posters, displays and videos.

Omega Productions, Miami Beach

Freelance Art Director for a fashion catalog agency. Responsible for presentation layouts, photo editing, preparation of presentations, fittings and supervising photo shoots for Newport News, a division of Spiegel.

Wright & Company, Miami

Art Director for an advertising agency. My primary duties were conceiving and designing advertising including newspaper ads, logos and catalogs for Majesty & Dolphin Cruises and Crab House Restaurant.

GS&B/Lintas, Miami

Art Director for an advertising agency. Responsible for conceiving and designing advertising including newspaper ads, brochures, direct mail, logos and POP displays for DeBartolo Malls, Great Western Bank Latin America, MasterCard Latin America and Savoy Brands.

Pinkhaus, Miami

Freelance designer for a Graphic Design Firm. Duties included concept and design of logos, brochures and magazine advertising for Windstar Cruises and American Express, among others.

Beber, Silverstein & Partners, Miami

Junior Art Director for a leading advertising agency. Responsible for designing and conceiving advertising including newspaper and magazine ads, brochures, logos and direct mail for Coty Cosmetics, NCL Cruises, Miami Herald, State of Florida, Citicorp and others.

EDUCATION**Ringling School of Art & Design**, Sarasota, FL

Bachelor of Fine Arts in Graphic Design & Illustration

University of Florida, Gainesville, FL

Undergraduate studies as a Fine Art major. Other studies included Psychology, Art History and Humanities.

References provided upon request.