

GRAPHIC DESIGNER GRAPHIC ARTIST

ROBERT L. ZAPF

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KNOWLEDGE



Art
Graphics
Graphic Design
Branding
Marketing
Page Layout
Mock-ups
Illustration
Video
Video Editing
Drawing
Oil Painting
Photography
Photo Editing
3D Animation
Traditional Animation
Technical Drafting
User Interface
User Experience
E-Learning
HTML5
CSS3
Bootstrap
Action Script
XML
508 Compliance

Summary



"I love what I do and what I do is art." - Robert L. Zapf
Graphic Designer and Graphic Artist with over six years of experience. Strong knowledge base and a large variety of skill sets ranging from Adobe Photoshop to 3D Studio Max. Professional experience with graphic design and graphic art projects for small privately held start-ups to multi-million dollar high profile corporations. An understanding of graphics and video/animation focused on advertising, branding and marketing. Ability to timely handle projects with harsh deadlines and demands while remaining within budget goals. Solid understanding of social media for modern marketing campaigns.

Professional Experience



2016

PDRI, Arlington, VA

Graphic Designer/Artist, Learning Tech. I 2012 to Jan. 2016

PDRI focuses on human capital and training solutions that incorporate the most recent advances in the behavioral sciences and adhere to the highest principles of professional practice.

- Generated graphics for web based software creating new tools for client use.
- Programmed and designed user interfaces for e-learning courses under strict deadlines leading to satisfied customers.
- Edited video for webinars and e-learning courses resulting in return clients.
- Created pamphlets and brochures for print upon various customer requests and demands exceeding their expectations.
- Troubleshooted e-learning courses for 508 Compliance increasing the software's accessibility for customers.

2012

Smoke Free, Inc., Owings Mills, MD

Graphic Designer, 3D Artist 2011 to 2012

Smoke Free, Inc. is one of the original electronic cigarette companies in the USA focused on online distribution and mall kiosks wholesale.

- Worked directly for COO on Marketing Campaign which directly led to a large increase in revenue.
- Developed new brand (Blaze) and re-branded Smoke Free which led to an increase customer awareness.
- Generated Blaze & Smoke Free wholesale/retail catalog & flyers leading to both increased sales and customer awareness.
- Created Images for website & E-mail based newsletters pushing the companies marketing resulting in return customers.
- Designed package layout for all products.

2011

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SOFTWARE



Adobe Creative Cloud
Adobe Creative Suite
Photoshop
Illustrator
Quark
In Design
Z-Brush
3D Studio Max
Premier Pro
After Effects
Final Cut Pro
Audition
Combustion
Dreamweaver
Flash
Fireworks
Notepad ++
Storyline
SolidWorks
Adobe Acrobat
MS Office
MS Word
MS Outlook
MS Excel
Power Point
Mac/PC OS

Professional Experience Continued



2011

LWRC International, Cambridge, MD

Graphic Artist, Graphic Designer, Animator 2010 to 2011

LWRCI is a high performance rifle brand delivering custom features and innovation not available with most "out of the box" production models.

- Worked directly for Vice President of the Marketing Department with time sensitive projects which led to customer awareness on upcoming sales and events.
- Generated animation for trade show resulting in greater customer awareness.
- Designed mock-ups of retail catalog.
- Developed graphics images for web banners and sales leading to an increase in return customers.
- Designed package layouts for accessory products packaging with strict requirements resulting in the new products being delivered to distributors before deadline.

2007

Scanbuy, New York City, NY

Graphic Artist, Graphic Designer 2007 to 2007

Scanbuy is the company that delivers the most advanced enterprise-class mobile engagement platform, ScanLife. ScanLife, a mobile application covering over 60M mobile phones, used in over 150 different counties, is used for scanning any barcodes, whether QR Codes, or any other.

- Created Mobile Handset Application User Interfaces for multiple cellphone platforms resulting in an increase in users.
- Generated illustration for company website and E-mail newsletter leading to a greater customer awareness.
- Produced Graphics production for marketing campaign.
- Developed PDF documentation design send out.

2007

Gannet News Papers, Ocean City, MD

Page Designer, Graphic Designer 2007 to 2007

Gannett is a leading media and marketing company with unparalleled local-to-national reach, successfully connecting consumers, communities and businesses. 92 strong local media organizations in 33 states and Guam.

- Closely worked for editors of Worcester County Times, Ocean Pines Gazette, & Ocean City BeachComber under intense deadlines meeting company demands to deliver the news publications in a timely fashion.
- Mocked up page layout and design for publications.
- Generated illustrations, comic strip illustrations, and icons for Publications which assisted in customer retention.

2006

Education



Maryland Institute College of Art (MICA), Baltimore, MD

BFA in Experimental Animation
Graduated May 2006