



Portfolio: robertcrenteria.com

My fancy-pants professional description.

I am an experienced creative director, user experience specialist and developer, with 10 years of experience. I've had the opportunity to work with great brands such as Blue Cross & Blue Shield, Boon, Verizon, Local Motors, Heckler Design, Mercer, TransFirst, & Phoenix Children's Hospital. I pride myself on maintaining a cross-disciplinary skillset that gives me a deep understanding of each project. I have overseen and been a part of many projects involving both digital and traditional elements to ensure consistency and impact across all mediums.

Places I've worked.

Magnetry

January 2016 — Present

Interactive Creative Director

Responsibilities:

- Oversee all interactive creative projects to maximize effectiveness and continuity across platforms.
- Act as CTO to ensure stability across platforms, assemble technology team and maintain security.
- Lead and oversee all UX and UI direction.
- Ensure all teams work cohesively including development, strategy, creative and production.
- Manage growth and learning of internal team.
- Work to create and improve project management and communications systems for internal and client collaboration.
- Assist management in proposals writing for new business and project pitches.
- Assist management interviewing and finding talent.

More places I've worked. Cont.

Lab Design Studio & RMA

November 2010 — January 2016

Co-Founder & Creative Director

- Oversee all management aspects.
 - Business development.
 - Proposals writing for new business and RFPs.
 - Oversee all projects to maximize effectiveness and continuity across platforms.
 - Concept campaigns, branding and design initiatives with employees and partners.
 - Oversee UX and UI direction.
 - Ensure all teams work cohesively including design, development, strategy, and production.
 - Establish and maintain project management and communications systems for internal and client collaboration.
 - Interviewing and find talent.
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Boon & Keen

April 2010 — November 2010

Senior Art Director

- Lead internal creative team to build Boon brand, marketing and packaging materials.
 - Overhaul brand to establish a modern and forward thinking message
 - Redesign packaging system for retail effectiveness, intuitive design and improved materials.
 - Oversee the redesign of Keen, Inc. products and playing a key role in redesigning the Bumbo package to increase shipping and goals
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Southpaw Group & Big Printing

January 2009 — March 2010

Art Director & Production Manager

- Oversee design projects.
- Oversee print production process for Big Printing .
- Develop branding, marketing and web elements of Big Printing
- Concept campaigns, branding and design initiatives with employees and partners for Southpaw.
- Establish and maintain project management and communications systems for internal and client collaboration.
- Interview and find talent.

Almost done! Cont.

LPI Multimedia

October 2008 — January 2009

Art Director

- Design and layout monthly publication including Phoenix Woman, Arizona, Texas & Nevada HomeBuilder & New Homes Today.
- Design publication and advertiser ads.
- Design marketing materials for each publication.
- Maintain aesthetic and readability in design through the print product as well as the web presence.
- Build ads and check incoming materials for errors and preflight. Build and design html newsletters promoting publications

Patrick Media Group

October 2006 — October 2008

Art Director

- Design and layout the monthly publication. Maintain aesthetic and readability in design through the print product
- Maintain web presence.
- Organize and maintain ad database communicating with advertising clients.
- Developing new methods to promote and market the newspaper.
- Build ads and develop campaigns with Patrick Media Group clients in both print and web.

Arizona Republic Marketing

October 2008 — January 2009

Graphic Designer

- Create web and print ads to market the publication
- Production of ad campaigns
- Assist coding landing pages and web ads in html/css and also flash
- Design in-house materials

Skills to pay the software bills.

- Creative Direction
- Art Direction
- Graphic Design
- Package Design
- Front-end Development
- Project Mangement
- Account management
- Illustrator
- InDesign
- Photoshop
- Sketch
- HTML
- CSS (SASS/LESS)
- JS
- Wordpress
- InVision & other prototyping apps

My work, design. My hobby, design.

In addition to my work as a designer and developer I pride myself in being actively involved in the community. I volunteered as Co-Chair for Phoenix Design Week 2015 where I was responsible for overseeing a fun and successful event.

I have been asked to judge and speak at design schools and design related events. I also currently lead a Meetup called Design & Dev that meets monthly to discuss topics important to both designer and developers.

Unpaid testimonials..

Jason Smith

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