



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, Fannie Mae, 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.

GoDaddy

January 2017 — Current

Senior UX Designer

- Development next generation experience & design of GoDaddy.com.
- Work on existing and next generation design system enhancements.
- Work with business stakeholders, strategists, researchers, content strategists, writers, SEO, and other UX practitioners to optimize business goals and current customer experiences.
- Act as UX representative in design sprints to test opportunity viability.
- Build static and dynamic interactive prototypes to user test concepts and collect insights.
- Work with strategist and researchers to write useability tests.
- Help establish and refine UX and design processes.
- Launch and maintain GoDaddy design blog with internal team.
- Act as a community liason within the UX and design communities to increase GoDaddy's visibility and presence in those communities.

More places I've worked. Cont.

Magnetry

January 2016 — January 2017

Interactive Creative Director

- 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.
-

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.

Almost done! Cont.

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
-

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.
-

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.

Skills to pay the software bills.

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

Unpaid testimonials..

Jason Smith

Founder & Creative Director

Magnetry

602-795-9990

jason@magnetry.com

Brian Atad

VP, Marketing and Creative Services

TransFirst

312-343-3969

batad@transfirst.com

Pam Swartz

Owner & Founder

Dineout

602-418-2301

pam@dineoutphoenix.com

Mike Wolfson

Owner & Founder

Able Android & Droid of The Day

(602) 325-3255

mwolfson@gmail.com