



**Portfolio:** [robertcrenteria.com](http://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 & Design Manager, eCommerce

- Manage and deliver for an eComm team that was the primary acquisition channel for a company that realized a 15% Y/Y increase in bookings, 7% Y/Y increase in ARPU, 5% Y/Y increase in customers and a 12% Y/Y increase in Revenue.
- Empower a team of 10 UX Designers and Visual Designers to achieve their best work and grow individually as designers and professionals.
- Represent UX & Design in high-level planning, executional and retrospective meetings to help the company achieve short and long-term objectives for acquisition, retention and usability.
- Ensure consistency, scalability and accuracy in UX & design while localizing our eComm experience across 50+ markets and 100+ countries.
- Create, evolve and maintain design ops processes to address team efficiency, growth and collaboration.
- Work as an IC on select project to prototype the next gen experiences.
- Represent UX & Design teams in engineering sprints to assist in prioritizing and clarifying asks.
- Act as a community liaison 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.
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## **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
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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.
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## **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

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### Brian Atad

VP, Marketing and Creative Services

TransFirst

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### Pam Swartz

Owner & Founder

Dineout

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### Mike Wolfson

Owner & Founder

Able Android & Droid of The Day

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