

**Rob J. Byers**

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**PROFESSIONAL EXPERIENCE**

**Aisle Rocket • Art Director • October 2021 - February 2023**

Aisle Rocket is a digital marketing agency providing a wide array of creative solutions to their clients. During my time at Aisle Rocket I was uniquely positioned to touch nearly every client while simultaneously dedicated to multiple high-demand teams. I contributed as a graphic designer, UI/UX designer, illustrator, and animator for clients like KitchenAid, Whirlpool, and Maytag as the art director for Whirlpool Brand's DDM team. On this team I reinvisioned and rebuilt several KitchenAid.com pages, redesigned the Maytag.com sales pages, and created the promotional identity for Whirlpool.com. Most notably, I created the 2022 Black Friday visual identities for Whirlpool.com, KitchenAid.com, Maytag.com, and InsidePass.com before taking on all deliverables for KitchenAid.com. I was also cross-trained as a developer in AEM to build dot com promotional deliverables and original content articles. Outside of this team I was also involved in many other client projects. I created display and print ads for Neato Robotics, utilizing print medium best practices, animation, video editing, and social media strategies. I created the visual identity and all deliverables for the Field Museum's Field Explorers Camp, including social posts, social stories, animated GIFs, display ads, and direct mailers. I created animations, illustrations, and display ads for Everydrop Water, a Whirlpool-owned water filter company. I created booklets, print materials, and digital designs for JennAir and Gladiator. As one of the designers on Aisle Rocket's internal rebrand I created all templates for their social media revamp as well as assisting on a new website and presentation template. Lastly, I created several new business pitch decks for companies like Bed, Bath, & Beyond, TNAA, and Priority Health, eventually doing further work with the latter.

**Shimmerwood Beverages • Creative Director • May 2020 - Present**

Shimmerwood Beverages is a Maine-based CBD beverage company. Since their inception I've been their creative engine, creating their logo, packaging designs, and marketing materials. I've since done a litany of other work for them such as assisting on a full website build, creating merchandise, building out an email marketing system, designing social media posts and print collateral, assisting with copywriting, managing interns, and much more.

**Xcite Automotive • Sr. Graphic Designer • February 2020 - July 2021**

Xcite Automotive (along with subsidiaries Car Studio Pros and ReconLogic) is one of the largest automotive merchandising companies aimed at increasing dealership sales through on-the-lot photography, digital marketing, and a wide array of other products and services. Clients include Jaguar Land Rover, AutoNation, Carvana, Avis, Sixt, and hundreds of dealerships and dealership groups. Graphic designer on all marketing endeavors, including print brochures, sales collateral, and sales presentations. Led many high-level branding projects such as the creation and implementation of a brand style guide, product logos, and led the design of two websites. Daily social media posts across all social media channels for Xcite Automotive and ReconLogic including all visuals and copywriting. Led in the strategy and creation of social campaigns for all marquee products. Production designer of nearly 500 vehicle window stickers, branded photo overlays, and vehicle digital backgrounds.

**DirectPath • Graphic Designer • December 2017 - November 2019**

DirectPath is an industry leader in personalized benefits education, health care transparency, and tax-advantaged reimbursement plan administration for Fortune 1000 employers. Designer on a wide variety of projects that reached clients nationally. Projects include web design, UX prototypes, emailers, layout designs, flyers, postcards, posters, PowerPoint presentations, and more. Emphasis on member communications to assist individuals in both communicating and educating individuals on their healthcare. Assisted in the creation of a mobile app/desktop portal.

**Genuine Interactive** • Graphic Design Summer Intern (2x) • Summer of 2011 & 2013

Graphic design Intern for the summers of 2011 & 2013. Responsible for web designs, social media posts, PowerPoint presentations, and poster designs. Designs created for multiple major clients including Sam Adams and Puffins Cereal.

#### **SKILLS & TECHNOLOGY**

**SKILLS** • Art direction, brand identity, graphic design, UI/UX, motion graphics, video editing

**TECHNOLOGY** • Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Experience Manager), Figma, Sketch, WordPress, Microsoft Office Suite (PowerPoint, Word, Excel), HubSpot

#### **EDUCATION**

Syracuse University '15, Bachelor's Degree, Illustration

Genuine Interactive '11 & '15, Summer Intern, Graphic Design

General Assembly '18, Visual Design