



Robert O'Brien, MBA | [Bob@robertobrien.net](mailto:Bob@robertobrien.net) | 773.520.5205 | [www.robertobrien.net](http://www.robertobrien.net)  
creative art direction | digital / mobile / print design | ui/ux design | photography

As you can see, my resume is attached. But what you won't see on my resume is a passion for beautiful esthetics; it is how I see the world. Whether that be in a print ad, a photograph, or a webpage, I am continually a student of great design. I tinker. I doodle. I ponder. I ask questions. I figure out how/why something works. I do this throughout every aspect of my life, both personally and professionally. My creative and analytical skills, as well as my attention to detail, will enable me to help create solutions and ensure a high-quality product.

Throughout my career as an Associate Creative Director, Senior Art Director and UI/UX Designer, I have worked in a variety of mediums including web and online digital design, packaging, large display advertising, b2b/b2c products, traditional print design and production, exterior signage, and photography.

In my current position, with DeVry University, I have been the core of the internal creative services team for almost seven years. The team has recently expanded from a single internal resources to a team of five. I am the Associate Creative Director for this team, my official title is "Manager, Marketing - Creative". Ensuring the consistency of the brand for both for DeVry University and its Keller Graduate School of Management, through the creation of print and online asset creation for the national campaigns, as well as support of the 55+ local markets is apart of my daily role. I also manage any/all annual photoshoots the university needs.

I believe my experience and expertise in marketing/advertising/design field in both the printed and digital worlds helps to create a great synergy between myself and client stakeholders.

I'd gladly welcome the opportunity to meet to present my credentials and qualifications in more detail. Please feel free to view some of my work at: [www.robertobrien.net](http://www.robertobrien.net).

Kind regards,  
Bob

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**EXPERIENCE**

08/2014 – current

Manager, Marketing – Creative - DeVry University, Downers Grove, IL

*(This role would be considered an "Associate Creative Director" title at most agencies)*

- Exceptional visual and interface designer that is ready to share their passion across all platforms, including desktop, tablet, mobile, and print design
- Active participation in concept development activities, design iterations, and implementation
- Motivate, direct, and delegate tasks effectively across a team of three creatives comprised of a senior designer, a production artist, and an intern
- Creative development of visual and user interface designs that exceed the business, market, and user requirements, including the design and production of screen layouts, color palettes, typography, and conjoined elements that share the brand story across various media channels
- Proactive collaboration with c-level executives, product development managers, front-end developers, creative directors, copywriters, content creators, and other designers throughout the build, measure, and learn methodologies while refining solutions
- Lead UI/UX designer that worked closely with web developers for the relaunch of both DeVry.edu and Keller.edu websites. (These sites are built within the Adobe AEM platform)
- Creation, development, and management of both digital and print brand standards documents and style guides to ensure a consistent voice for the organization
- Safeguard and champion the brand standards through all projects
- On-boarding of internal/external talent as well as contract/agency resources
- Creative direction for any/all photo shoots that the university needs
- Responsible conceptualization and implementation of design solutions that exceeds marketing strategies from concept to completion
- Administer knowledge of printing procedures, photography, illustration and verbal and written communication
- Fluent knowledge and troubleshooting of Mac OS and mastery the full Adobe Creative Suite

09/2009 – 08/2014

Senior Art Director

- DeVry University, Downers Grove, IL

01/2009 – 09/2009

Senior Art Director

- Nielsen, Schaumburg, IL *(contract position)*

02/2003 – 11/2008

Art Director / Senior Designer

- CompTIA, Oakbrook Terrace, IL

01/2002 – 02/2003

Junior Partner / Senior Art Director

- SignWorks, Chicago, IL

03/2001 – 12/2001

Senior Art Director

- Draft Worldwide, Chicago, IL *(contract position)*

10/1998 – 02/2001

Senior Graphic Designer

- The Marketing Store Worldwide, Westmont, IL

10/1997 – 10/1998

Art Director/Senior Designer

- Graphic Transfer, Nashville, TN

03/1994 – 10/1997

Graphic Designer

- Maximum Marketing, Chicago, IL

**EDUCATION**

12-2015

M.B.A. (with an emphasis in Marketing)

- Keller Graduate School, Downers Grove, IL

11-2015

Six Sigma Yellow Belt

- StraightLine, Downers Grove, IL

12-1994

Bachelor's of Fine Arts (in Graphic Design)

- Eastern Illinois University, Charleston, IL

**TECHNICAL**

Mac OS

Mastery of the Adobe Creative Suite (InDesign, Illustrator, Photoshop, Bridge, Dreamweaver, Muse, Acrobat...)

Proficiency/Excellence with Microsoft Office (Word, Excel, Outlook, PowerPoint)

Personal/continued education in: Furniture Design, Omnigraffle, UI/UX design/best practices

**ACTIVITIES**

Photography, architecture, motorcycles, DIY rehab projects, and a devout dedication to finding the best cheeseburger in Chicago

**PORTFOLIO**

www.robertobrien.net

https://www.linkedin.com/in/rdo23