

ROB | BERTOLINA

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• CREATIVE DIRECTION

Brand Strategy • Advertising • User Experience Design

Seasoned brand creative director leading online and offline design, copy and development teams that deliver engaging end-to-end human centered design experiences for more than 20 clients, from large corporation to small business.

• PROFESSIONAL EXPERIENCE

Creative Director • 2007 - present

AAA AUTO CLUB, Walnut Creek, California

Direct all brand creative including web, mobile, retail experience and direct response marketing, as well as our award winning Via magazine for the nation's second largest AAA club (\$2.7B annual revenue, 4.5M members). We provide, graphic design, interaction design, copywriting, front-end development and usability testing for all properties and services offered by AAA, including insurance, travel, membership and discounts. In addition, my team provides the experience design for internal enterprise management applications, while also driving our overall brand strategy.

- Drive the AAA brand strategy including voice and visual identity.
- Build, manage and mentor a talented team of designers, editors and front-end developers.
- Lead the development and design for AAA.com and viamagazine.com.
- Manage the development of all print creative, including marketing and sales collateral.
- Partner with Product Management and Marketing executives to provide a seamless customer experience.
- Provide testing strategies and usability evaluation of all digital creative.

Design Manager/Sr. Designer • 2004 - 2007

THE GYMBOREE CORPORATION, San Francisco, California

Managed, designed and produced all internet, e-mail and affiliate marketing creative for Gymboree, Janie and Jack and Janeville companies. In three years, the team contributed to significant financial growth, helping online business mature from \$30K to over \$750K in profits.

- Collaborated with product managers to redesign, develop and launch the latest gymboree.com website.
- Responsible for user flow and interaction strategies.
- Managed usability testing strategies.
- Designed, developed and managed all aspects of e-mail marketing for the entire Gymboree corporation.
- Directed photo shoots for e-mail marketing and website creative.

Independent Creative Director • 2001 - present

ROB BERTOLINA DESIGN, Los Angeles and San Francisco, California

A full-service design studio providing web and print creative, brand strategy, photography, and advertising to large and small businesses. Clients include Gymboree, Old Navy, Williams-Sonoma and Teledyne.

- Provide print design, interaction design and editorial expertise.
- Manage print production and web development resources.
- Offer strategic design solutions for brand building and advertising requirements.
- Support marketing initiatives through industry best practices.
- Deliver integrated design solutions and full-service creative for both digital and offline initiatives.

(continued)

Senior Packaging Designer • 2000 - 2001

MATTEL, INC., El Segundo, California

Conceptualized and developed packaging and branding solutions for the Barbie Doll lines and Girls Electronic Toys.

- Directed elaborate studio photo shoots with child, adult and celebrity talent.
- Oversaw production and illustrative services on a project-by-project basis.
- Worked directly with outside vendors and service bureaus.
- Managed large budget and project expenses.

Freelance User Interface & Visual Designer • 1997- 2000

BD FOX & FRIENDS ADVERTISING, Santa Monica, California

Designed and produced the DVD menu interface for various Warner Brothers titles including The Wizard of Oz. Print design responsibilities included packaging and advertising for Mary-Kate and Ashley Olsen.

DIRECTV, Los Angeles, California

Responsible for the design and production of print advertising and corporate promotional materials, including point of purchase, document systems and advertising display.

● **EDUCATION**

Bachelor of Fine Arts in Design

THE UNIVERSITY OF MICHIGAN – SCHOOL OF ART AND DESIGN, Ann Arbor, Michigan

- President – American Institute of Graphic Arts, *The University of Michigan chapter*
- Graduated Cum Laude

● **PROFESSIONAL SKILLS**

SOFTWARE: Photoshop, Illustrator, Fireworks, OmniGraffle, QuarkXpress, InDesign, Dreamweaver and Flash

DEVELOPMENT: HTML, CSS, Agile (SCRUM) Development, Usability Testing

AFFILIATION: American Institute of Graphic Artists, Interaction Design Association