

# ROBERT B. HEATH

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## PROFESSIONAL SUMMARY

- Experience in brand development and integrated design communication campaigns
- Proficient in concept development, exploring the next generation of interactive media
- Experience with recognized brands such as ABC and Disney and in both business to consumer and business to business design communications
- Specialization in new media, interactive, and mobile technologies with a proven ROI track record
- Understanding of user experience, web and mobile standards, and SEO

## EXPERIENCE

### **Barkley Studios: *Principle***

Providing brand and user experience from concept to implementation for brands such as Walt Disney, ABC Studios, Time Warner, DirecTV, Debbie and Friends, Aptuit, and Novartis

*2001 – present*

- **ABC Studios**

- ***Visual/Motion Design and Flash Development***

- Created a flash video application, allowing the user to view full TV episodes/content online as well as providing a social component to online viewing experience whether with an intimate group or with the audience at large.

- ***Interactive Design***

- Explored next generation interaction for mobile entertainment, online news, interactive TV, 3d user interface (UI), and social networking, continuing to push the interactive envelop for ABC, ABC News, and ABC Family of brands.

- ***Design Counsel***

- Shaped the new direction of ABC.com creating a clean, focused home page, quick flash guide, which resulted in positioning the brand as a leader in providing online TV and video content.

- **Walt Disney Imagineering**

- ***Art Direction and Interactive Design***

- Led the creation of several interactive games, with concepts, design, prototyping and 3d modeling/illustrations, that were part of Disney Epcot's interactive arena.

- **Debbie and Friends**

- ***Creative Direction***

- Produced the brand identity, website, illustrations, and marketing collateral for an award-winning children's musician. Resulted in an eye catching and relatable brand for children aiding in national brand expansion.

- **Virtual Cycles**

- ***Creative Direction and 3d Content Development***

- Built the brand identity for award-winning software allowing users to customize

motorcycles in 3d. Managed creative team in creation of visual identity, user experience, 3d modeling, and the development of software. Created the website and promotional collateral to support sales and marketing.

**Berklee College of Music: *Art Director***

Leading the visual language direction and the user's learning experience for the online continuing education division

*May 2002 - present*

- Built the design, identity, art direction, illustration, interactions and UI development of the online music school from start up to over 100 courses and over 8000 students worldwide
- Provided senior creative leadership for internal projects as well as those that were outsourced to freelancers
- Created high impact interactive 2D and 3D animation as well as online video development that have producing four separate award-winning online courses
- Developed successful campaigns for email, online advertising, and landing pages, which conversion rate double and helped meet annual revenue goals
- Worked across all departments within Berklee Media (marketing, technology, course development, and book publishing)
- Managed and art directed photo shoots for the online school as well as the publishing section
- Set up project management system for the entire division, enabling all "tickets" and projects to be managed/triaged in one central location
- Created book cover designs and DVD/DVD-ROMS for the college faculty

**Arcsoft: *Multimedia Designer***

Created interactive content and applications for digital imaging technologies and multimedia solutions for device manufacturers

*Sept. 2000 – Oct. 2001*

- Created interactive content for the web and software that gave the users a richer experience with the products
- Designed and developed an interactive online application that allowed the user to put themselves into an animated greeting card

**SKILLS**

**Creative:** Photoshop, Illustrator, Flash, Autodesk Maya, InDesign, Dreamweaver

**Technology:** Actionscript, XHTML, CSS, XML, Knowledge of PHP, Javascript and AJAX

**EDUCATION**

BFA, Illustration, Syracuse University NY