

## **ROBERT RECHT**

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## **PROFILE**

I am a digital creative specializing in user experience design, art direction and the definition of the online customer journey. My experience includes e-commerce, micro sites, social media, blogs, corporate branding, Flash animation and Flash applications. My skills include (X)HTML, CSS, Adobe Creative Suite software, web 2.0 concepts and standards compliance. My extensive experience in traditional print design, from corporate identity systems to printed collateral, provides a valuable insight into multi-channel content delivery strategies. I am experienced in mentoring and managing designers and I combine a conceptual perspective with strong leadership and communication skills, high energy and a passion for all aspects of design. I am able to effectively liaise with teams and individuals and I am focused on the transfer of design and technology into real, tangible, measurable business benefits.

## **EDUCATION**

1991-1993 **YALE UNIVERSITY** MASTER OF FINE ARTS

1984-1988 **RHODE ISLAND SCHOOL OF DESIGN** BACHELOR OF FINE ARTS

## **PROFESSIONAL EXPERIENCE**

2010-2011 **BOOZ & COMPANY** London WEB MULTI-MEDIA SPECIALIST

Design and manage the development of web applications and multi-media marketing of Booz & Co. intellectual content for Booz.com. Design and manage the development of web applications and multi-media marketing for Booz & Co. client companies including the World Economic Forum. User experience design, art direction, information architecture, project management, scoping, budgeting and drafting of technical specifications. Responsibilities include: client management, time and budget estimates, drafting of proposals, hiring and managing of contractors, project management and oversight of all client deliverables. Skills include; user experience design, art direction and information architecture. <http://www.booz.com/>

2009 **VINSPIRED** London FREELANCE LEAD DESIGNER / UX DESIGN / DEVELOPER

Design and build of micro site for the vinspired National Awards that took place at the indigO2, London. This national event celebrated the contributions of young people aged 16-25 to their communities through volunteering. The micro site includes YouTube, Twitter and Flickr feeds. Responsibilities included all aspects of creative conceiving, interface design, css and html build, video editing and configuration of external feeds. <http://nationalawards.vinspired.com/>

2009 **MOBIL1** London FREELANCE DIGITAL STRATEGY CONSULTANT / ART DIRECTOR

Together with Basham Communications, developed the digital component of a marketing initiative to drive consumer engagement and sales consideration: a media rich interactive, educational Flash module to engage consumers interested in getting the best out of their vehicle.

2008-2009 **FORA.TV** San Francisco / London FREELANCE VIDEOGRAPHER

Fora hosts the web's largest collection of unmediated video drawn from live events, lectures, and debates going on at the world's top universities, think tanks and conferences. Responsibilities include both event videography and video conversion for FTP. Projects include video documentation of "Battle of Ideas" at the Institute of Ideas and hosted by the Royal College of Art.

2009 **FUTURE INNS** London FREELANCE ART DIRECTOR / DESIGNER

Redesign concepts and brand strategy proposal for Future Inns online presence as well as the online marketing and brand integration of its sub-branded restaurants.

2009 **VINSPIRED** London FREELANCE LEAD DESIGNER / UX DESIGN / FLASH DESIGNER

Flash application design and build of animated micro-site for distribution on promotional USB sticks to participants of the Generation Digital v National Conference and v:tv National Network Conference to be held in Birmingham UK in June 2009.

**2009 PRACTICAL LAW COMPANY** London FREELANCE DIGITAL CREATIVE / UX DESIGN

Pitch presentation: critique of existing [uk.practicallaw.com](http://uk.practicallaw.com) website and presentation of design proposals for site redesign. Design and build of Flash banner advertisements and landing page using XHTML and CSS for use on the [uk.practicallaw.com](http://uk.practicallaw.com) website.

**2008 PROMPT COMMUNICATIONS** London FREELANCE ART DIRECTION

Pitch presentation for Prompt client HR Access, a leading global provider of HR and Payroll solutions to introduce concepts of potential multi-channel brand campaign. Multi-page color brochure concept, design and print.

**2008 THE ECONOMIST** London FREELANCE LEAD DESIGNER / UX DESIGN / FLASH DESIGNER

Design and build of a dynamic data fed interactive Flash module for Economist.com. The brief: to take data-heavy content and convert it into a compelling interactive experience while allowing for ease of data editing. The solution: the Flash module utilizes a simple online system of forms to update a database that generates an xml file. The xml then populates the Flash module on the fly. Design and development: visual and information design; content organization.

**2008 VINSPIRED** London FREELANCE CREATIVE LEAD / UX DESIGN / FLASH DESIGNER

Redesign of [vinspired.com](http://vinspired.com). The brief: allow greater editorial control over content presentation; calibrate look and feel to target demographic; target actionable items; increase search usage; increase registration; increase participation in blogs, forums and media libraries. The redesign was implemented across the entire site through modification of the existing global css.

**2007 REACHCHINA** London FREELANCE LEAD DESIGNER / UX DESIGN

Branding, site design and build for start-up advertising and marketing firm. The brief: convey ReachChina's understanding of both traditional and contemporary Chinese culture and their ability to bridge the cultural gap to Europe; create an online brochure with the added basic form functionality. ReachChina is an advertising and marketing firm based in London and Shanghai.

**2006-2007 RECHTDESIGN** Miami DIRECTOR / CREATIVE DIRECTOR

Renovation of historical properties in Miami Beach for resale. Property investment, renovation design, project management, general contracting. Oversight of consultants, building designers, architects, engineers, mechanical and structural engineers, architects, surveyors, local council planning, permitting, inspectors and building control.

**2001-2005 FLORIDA SOUTHERN COLLEGE** Lakeland FL DIRECTOR OF GRAPHIC DESIGN

Leadership and management of Graphic Design Department: development of curriculum and supervision of adjunct faculty. Redesign and implementation of campus technical support systems. Planning and oversight of hardware, software and network infrastructure for the Design Department's computer lab. Leading member of Technology Committee and the drafting of 5-10 year strategic plan for technology at the college with recommendations for technology, personnel structures, infrastructure and investment. Design and build of Florida Southern College Art Department website.

**2001 BRITISH AIRWAYS** London FREELANCE DESIGNER

Redesign of [BritishAirways.com](http://BritishAirways.com) for iXL working closely with Future Brand as part of the corporate re-branding of British Airways. Close collaboration with Information and Functional Architects, and the lead designer at British Airways. Design and development: visual and information design; content organization; design and build of navigation and interface.

**1999-2001 RUBUS** London INTERACTIVE DESIGNER and CREATIVE ARCHITECT

Interface design, client side programming, and definition of online customer journey. Primary client contact from creative stream. Worked closely with technical and functional architects on complex website blueprint and build. Engagement in new business development and pitch processes. Six month residency in the Rubus Innovation Centre (RandD). Clients include: On Digital, Waterstones, 3M, Swire Blanch, Datamaonitor, Thomas Cook, Dorling Kindersley.

**1998-1999 SONY** Park Ridge NJ PRODUCTION COORDINATOR

Pre-press production and production coordination of Sony product packaging. Responsibilities: package design; design extensions; packaging die lines; photo retouching; color correction; maintaining relationships with vendors and printers; coordination of production; implementation of color management system; creation of graphics and animations for Sony.com.

**1997-1998 YAR COMMUNICATIONS** New York NY MANAGER OF IMAGE PROCESSING

*Preparation of all digital files for press for multicultural advertising agency. Responsibilities include: photo retouching; photo compositing; image manipulation; color correction; creation of the cost structure for internal image processing services; drafting of project based time and cost estimates.* Clients: AT&T, CNN, Nike, Western Union.

## LECTURER AND TRAINER

2011-2012 **OXBRIDGE ACADEMY** West palm Beach DIGITAL MEDIA & VIDEO INSTRUCTOR

2009 **BICKENHALL COLLEGE OF COMPUTING** London FLASH CS4, DREAMWEAVER CS4 INSTRUCTOR

2008 **ACADEMY CLASS** London FLASH CS3 INSTRUCTOR

2009 **XCHANGE TRAINING LTD** London DREAMWEAVER CS3 INSTRUCTOR

2001-2005 **FLORIDA SOUTHERN COLLEGE** Lakeland FL ASSISTANT PROFESSOR OF ART

## SKILLS

XHTML, CSS, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat Pro, Adobe Flash, Adobe Dreamweaver, Apple Final Cut Pro, Apple iMovie, Apple iPhoto, Apple iDVD, standards-compliance, market research, competitive product survey, target group analysis, flowcharts, story boards, wire frame design, screen flow diagrams, usage scenarios, prototypes, navigation maps and Web 2.0 concepts.