

ROBBIE MACARAEG

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DESIGN EXPERIENCE

Havas Health & You

Senior Art Director

April 2022 — Present

Collaborated with and led a team of designers and copywriters to support one of the nation's leading asthma medications. Produced thoughtful campaigns to promote brand awareness for HCP's. Utilized engaging art and design for print, web, digital, environmental, and other collateral pieces in a fast-paced environment. Managed multiple projects in various states with different timelines.

EHE Health

Senior Art Director

April 2018 — April 2022

Supervised projects from conception to delivery. Utilized marketing data and segmentation to communicate effectively with the intended audience. Created brand guidelines and established new rules to streamline the brand and messaging across different channels. Designed omnichannel campaigns to drive company yield. Nurtured and developed junior designers and copywriters. Conceptualized unique campaigns adaptable to multiple demographics. Managed and commissioned vendors, including printers, producers, and freelancers.

Adler Branding and Marketing Services

Senior Designer

September 2014 — April 2018

Created impactful marketing material and environmental graphics for companies ranging from leisure to financial and investment. Collaborated with the creative director on logo development, branding and rebranding projects. Handled multiple business-to-business and business-to-consumer projects at a time while adhering to specific brand guidelines. Assisted the prepress manager with comps and prepress for all company designs.

RO-NY

Associate Graphic Designer

November 2013 — June 2014

Carried concepts from incubation to production for print, packaging and digital mediums. Worked and collaborated with a team of designers to execute e-commerce marketing programs. Took creative direction to successfully meet the design needs of the project and client for luxury and mass markets. Prepared and assisted on-site photo shoots.

QuallsBenson

Graphic Designer

April 2013 — August 2013

Managed internal marketing materials, such as brand decks, to obtain new clients using current case studies. Produced marketing mailers for political campaigns. Worked closely with the creative director on branding projects for clients in fields ranging from politics to hospitality while on strict deadlines.

EDUCATION

Fashion Institute Technology

Graphic Design 2014

Bachelor of Arts in Graphic Design, Minor in Art History

SKILLS

Proficient in macs with print as well as digital media. Excelled use of Adobe InDesign, Photoshop and Illustrator, with working knowledge in Premiere Pro, After Effects, Wordpress, and Figma. Accomplished in prepress and comping.

ABOUT ME

I am a fast and effective forward thinker who loves design with an ever-developing eye. I enjoy talking and working with others. Challenges excite me, and daily tasks are comforting.