



Robbie J. Gomez

Creative Director

.5
YEARS

07:2016-01:2017

RockMedia | Williamsburg, NYC

Creative Director

- Manage creative work, pitch new business, develop strategy to drive user engagement & enthusiasm.

.6
YEARS

12:2015-06:2016

Rosetta/Razorfish | TriBeCa, NYC

Creative Director, Freelance

- Led the execution of global launch for WIDEX, manage team on print, web, social, mobile on time and budget.

.9
YEARS

02:2015-11:2015

VML | Columbus Circle, NYC

Associate Creative Director, Freelance

- Drive Creative and User Experience on JP Morgan Wealth Management web app, for iPad and mobile.

9
YEARS

09:2005-01:2015

DigitasLBi - Publicis Groupe Worldwide | Murray Hill, NYC

Associate Creative Director, Lead Creative Art

- Creative solutions for American Express, Starwood, Platinum, Delta, Comcast & other high-volume clients.
- Photo/video campaigns shoots, nationwide & worldwide to drive conversion, results, and increase sales.

2
YEARS

08:2003-09:2005

The Cooper Group | Midtown, NYC

Senior Art Director

- Collaborative art direction and design to win pitches on American Express & Deutsche Bank.

2
YEARS

07:2000-01:2002

The Princeton Review | Upper West Side, NYC

Senior Web, Print Designer

- Creative & brand guide for review.com site re-design.
- Increased user registrations by 15% overall.

.5
YEARS

01:2000-07:2000

CBSNews.com - New Media | Lower West Side, NYC

Senior Designer, Special Events Team

- Provided innovative editorial and news design.

3
YEARS

03:1997-01:2000

Tourneau Watches - Harvard Marketing | Midtown, NYC

Graphic Design, Web Design, Developer

- 1st E-commerce Site launch, increased sales by 20%.
- Designed fashion, luxury ads for The New York Times.

Skills



PHOTOSHOP



INDESIGN



ILLUSTRATOR



INVISION



DREAMWEAVER



AFTER EFFECTS



HTML 5



CSS 3

Expertise

Innovation
Social Lead Big Ideas
Creative Direction
Ideation Leadership
Friendly Usability Mobile Retail
Digital Broadcast Product Management
360 campaigns
UX CSS HTML5 Bootstrap Ecommerce
Risk Taking Proactive Creative Environment
Creative Development Content Creation



70% Digital
30% Non-Digital

Some Clients

Dow Jones
J.P. Morgan
Comcast
AstraZeneca
American Express
Starwood
Costco
Nestle
CNN
Tourneau
CBS
Deutsche Bank
Ad Council
Virgin America
Delta

Random Facts

- Didn't eat an avocado until adulthood.
- I can wiggle my ears.
- When my hair was long people would come up to me thinking I was Elvis Crespo.
- I've seen ghosts, UFOs and a stealth bomber.

Education



09:1993 - 06:1996

New York City College of Technology Brooklyn, NY

- A.A.S. Art & Advertising Design.
- Graduation honors.



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