

# Derek Robinson

EXECUTIVE CREATIVE DIRECTOR

ROBINSONDESIGN  
communication design



ROBINSONDESIGN  
P: 614-571-3676



1504 COSETTE DR  
DALLAS, TX 75215



W: www.innovate4change.com  
C: derek@innovate4change.com

## ABOUT ME

I am a passionate, hands-on, creative leader who leads from the front and believes in mentorship and collaboration of the people I work with. I live for the moment of comprehension. I aim for big, strategic ideas and look for creative insights. I truly appreciate the unique process of design as much as the final result. I push my work and others to make a real impression by solving problems from multiple perspectives.

## PROFESSIONAL EXPERIENCE

4/2021 to 9/2023

**MOWAX VISUAL**  
VP of Creative Design  
Dallas, TX

Create, lead, and communicate strategic, compelling creative strategy and brand development for clients such as Kendra Scott, Barry's, LeLe Sadoughi, and Cinemark. Facilitated team development and mentorship for a diverse team of Creative Directors, Senior Environmental Designers, Graphic Designers, and external resources. Developed digital marketing strategies for the agency as well as social media marketing.

Selected Achievements:

- Developed brand identity for the company, including social media campaigns, new business outreach, and client presentations.
- Transformed the agency's creative output which increased the share of business revenue for the creative services side of the business.

1/2020 to 10/2021

**JCPENNEY**  
Creative Director  
Dallas, TX

Oversee design concept development for divisional, seasonal, storewide graphics and 3D displays while guiding the conversion of these ideas into effective retail advertising design to promote immediate sales and achieve the company's fashion/brand image goals.

8/2016 to 1/2019

**JACK BLACK**  
Creative Director  
Dallas, TX

Ensured business needs were met through directly overseeing the creation and development of packaging, 360° campaigns, and brand-building materials. Promoted existing and emerging global market growth by coordinating key marketing initiatives. Headed organizational success and performance by building a cross-functional team of copywriters, packaging designers, project managers, and junior/senior creatives.

10/2014 to 8/2016

**BEAUTICONTROL**  
Executive Director of Creative  
Dallas, TX

Drove organizational excellence and brand awareness across three international markets by leading the design and development of live stream campaigns, digital/web advertising, catalogs, direct mail materials, packaging, and more for over 400 products across 27 cosmetics, skincare, and health and beauty product lines. Delivered brand development by managing a diverse team of bilingual copywriters, photographers, web designers/developers, creatives, and project managers.

2/2012 to 5/2014

**VICTORIA'S SECRET**  
Creative Director  
Columbus, OH

Streamlined daily operations through the leadership of seasonal/individual campaign brand launches. Managed photoshoots (both master and sub-brands), direct mail initiatives, packaging design, branding & logo design, and more by working in conjunction with key partners. Forged concrete relationships with both internal and external partners by maintaining regular communication and collaboration opportunities. Established strong, collaborative teams by facilitating a welcoming work environment and collaborative partnerships among staff.

12/2007 to 12/2011

**INTERBRAND**  
Associate Creative Director  
Cincinnati, OH

Supported CPG and corporate branding by developing/implementing unique and innovative marketing strategies. Aided in the development of new business and potential pitches by creating/delivering dynamic presentation solutions. Promoted growth and expansion among more than eleven global beauty accounts through concept to launch of creative product and brand strategies.

## ADDITIONAL EXPERIENCES

**Lane Bryant** – Art Director, Reynoldsburg, OH – 7/2005 to 11/2007

**Express** – Graphic Designer, Columbus, OH – 5/2001 to 6/2005

## EDUCATION

**BFA**, Graphic & Advertising Design  
Columbus College of Art & Design,  
Columbus, OH

## AREAS OF EMPHASIS

- + Creative Direction
- + Creative Strategy
- + Brand Identity Development
- + People Management
- + Graphic Design
- + Photo Direction
- + Digital Marketing
- + Social Media Marketing
- + Publication Design
- + Typography
- + Corporate Branding
- + Complex Problem Solving
- + Packaging Design
- + Project Management
- + 3D Visualization
- + UX/UI Design

## AWARDS & HONORS

- Platinum Hermes Creative Award, Packaging & Brand Experience – (2019)
- Platinum Hermes Creative Award, Packaging – (2011)
- Creative Best Award of Excellence – CSCA (2005)
- Creative Best Award, Best of Category – CSCA (2005)
- Creative Best Award, Best of Show – CSCA (2005)
- Merit Award, International Design Competition – How Magazine (2003)
- Creative Best Award – Best of Category – CSCA (2002)

## TECHNICAL PROFICIENCIES

Adobe Creative Suite; (Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Bridge, Adobe Acrobat, Adobe XD, Substance Stager); Dreamweaver, Microsoft Office Suite; Workfront, Campaign Monitor, Sprout Social, and Smartsheets