

Robert Schwenkler
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Robert Schwenkler

Graphic Design Professional

Designed, built, and contributed to more than 30 marketing and ecommerce websites. Designed and implemented cohesive corporate identity strategies. Conceptualized and designed marketing materials for multichannel B2B campaigns, including collateral, advertising, direct mail, email, displays and annual reports.

Experience

Senior Graphic Designer – Ennis, Inc. December 2012 to Present

Member of full-service, in-house national marketing team, serving corporate marketing needs of the nation's largest print supplier, as well as the needs of Ennis' 54 wholly owned subsidiaries. Perform as sole designer for the design, development and maintenance of corporate and subsidiary websites. Also provide front-end design and support for ecommerce team. Collaborate with marketing coordinators, manager, and vice president to design and develop multichannel marketing campaigns and communications materials, including advertising, direct mail, brochures, catalogs, displays, annual reports and multi-media presentations. Initiated a complete redesign of corporate website within six months of joining the company. Created cohesive corporate graphic identity strategy and implemented throughout marketing materials to ensure consistent brand presence in the B2B marketplace.

Graphic Designer – Freelance January 2005 to Present

Create Information Architecture, UX/UI, websites, graphic identities and logos that successfully convey the brand image of the product or client. Develop print, digital and environmental media that meets clients' needs and gets them noticed. Client list represents a diverse array of businesses and industries.

Graphic Designer – BTX Window Automation/Elero USA February 2010 to December 2012

Conceptualized, designed and produced all B2B marketing materials, as well as educational materials. Developed corporate identity and branding solutions for both BTX and Elero USA.

Graphic Design Volunteer – Central Motorcycle Road Racing Association August 2009 to January 2011

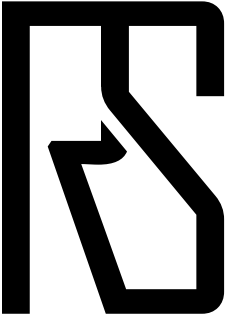
Developed print collateral used to promote Association activities. Created monthly event schedules and fliers. Developed graphics to support online announcements.

Lead Survey Technician – Raymond L. Goodson Jr., Inc. July 2007 to February 2010

Conducted boundary and topographic surveys, as well as subdivision plats for large commercial development projects and educational facilities. Played key role in increasing department productivity by developing department drafting standards, implementing new software and training employees to use the new tools.

Graphic Designer / CNC Programmer – Total Metal Products, Inc. November 2003 to July 2007

Developed corporate website and created select marketing and promotional materials. Also performed CNC programming of all sheet metal production. Decreased production lead times by improving programming process.



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Education

Arizona State University

Bachelor of Science,
Graphic Information Technology
Summa Cum Laude – 4.0 GPA

Mountain View College - DCCCD

Associate in Arts

Skills & Software Proficiency

HTML5, CSS3, JavaScript, Responsive Web Design, CMS (Wordpress), Adobe Creative Suite, Moqups, Balsamiq, AutoCAD, Microsoft Office Suite, Mac OS X, Windows, still and video photography and video production.