

ROBERT J. CALVANO

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CREATIVE DIRECTOR: A 28 time award-winning creative director and thought leader dedicated to leading creative talent to understand and incorporate business goals and values into award-winning communications and design solutions. Educator of business executives on the value of design and design thinking to achieve extraordinary results and discover new opportunities. Personal preferences favor continuous learning in all areas of design, emerging technologies and problem-solving in order to ensure solutions consistently transform complex content into simple, intuitive, and elegant brand experiences.

EXPERIENCE & ACCOMPLISHMENTS

Merck & Co., Inc. Whitehouse Station, NJ

October 2008 - Present

One of the largest global research-driven pharmaceutical companies in the world. Merck discovers, develops, manufactures and markets a broad range of innovative products to improve human and animal health with worldwide sales of 46 billion and 94,000 employees.

■ Director, Global Creative Studios

June 2010 - Present

Recruited by a top internal executive to direct the in-house creative function for Merck worldwide. Responsible for strategic vision, creative leadership, and understanding business needs in order to provide innovative communication solutions for core business on a global scale through a team of award winning creative professionals. Manage a \$10 million budget inclusive of financial reporting and planning in a charge back (zero-based) model. Responsible for managing a team of 70 employees at multiple domestic and international locations, employee development, metrics, benchmarking, and ensuring overall customer satisfaction. Responsible for interactive/multimedia design, environmental design, video production, print design, photography, web-casting, instructional design, illustration, presentation design, web development, and large format printing. Dedicated to promoting a culture of collaboration, creativity, innovation and accountability that attracts and retains high-performance professionals. Established and managing client relationships at the CEO, executive committee and corporate executive levels for multiple divisions and organizations worldwide.

- Created new global environmental design service that gives insight to the company's future, as well as highlights the beauty of scientific discovery and the people who benefit from Merck's products.
- Restructured existing flat organization model to agency model and consolidated multiple departments into two creative studios.
- Currently establishing a strategic staffing partner agreement to allow for a flexible and scalable global workforce.
- Recognized by current CEO and executive committee, and asked to be a part of the team responsible for re-designing the global headquarters corporate offices.
- Received 20 awards in various disciplines including: environmental design, video production, editorial photography, and print design.

■ Creative Director, Global Intranet Center of Excellence

October 2008 - May 2010

Recruited to be the creative director for the Merck Global Intranet Center of Excellence, the internal user experience team. Worked with the Senior Director, usability, architecture and technology teams. Applying user-centered design principles, we created a world-class Enterprise Portal consisting of user experiences that accomplished business goals and were innovative. Responsibilities included setting and communicating vision, providing strategic creative direction, establishing a unified identity system, consistent brand architecture, and management to a team responsible for building the Enterprise Portal from the ground up.

- Established the Enterprise Portal brand idea, logo, visual design direction, design guidelines and style guide in order to advance the Merck brand and raise the overall level of the user experience for all Merck internal online properties. The guides are currently used company-wide to ensure proper execution of the design and build of the enterprise-wide portal as well as other internal properties.

- Presented design concepts and strategy to senior level executives and persuaded them to move in unconventional directions to accomplish business objectives.
- Created a usable interface that ultimately persuaded others to consider both business and user goals and how they relate.
- Lead and managed a team of internal and agency Art Directors, Interaction Designers, and Production Artists through multiple project schedules to build the creative solutions practice.
- Designed and built working prototypes for testing in usability lab. Used results to validate or modify design and UX.
- Took on an ad-hoc project to provide environmental design services for the Charlotte, NC office. Solved multiple business problems through the process including employee morale, training and new hire orientation challenges and facilities decor challenges based upon the architecture of the space. This ultimately led to my promotion to the Director of Global Creative Studios role.

KGB, New York, NY

March 2008 - July 2008

A privately held, independent provider of directory assistance and enhanced information services.

■ Creative Director

Recruited to be the Creative Director for an internet start-up division of a large information services corporation. Accountable for overall creative direction to build a new consumer product from scratch, and revise their brand image.

- Lead external vendors to create the new brand guidelines and architecture for the 1.0 version of the web and mobile product which was successfully launched in Spring 2008.
- Created the interaction design document for the 2.0 version of the product.
- Successfully re-branded the corporate website, created signage and designed posters for the recruiting staff to reflect the new brand personality and message.
- Hired and managed a multi-disciplinary staff of external vendors and internal professionals for an internal creative department which worked closely with the technology and development teams through all phases - concept to completion.

R/GA, New York, NY

September 2007 - March 2008

Known as the “Digital Agency of the Decade” providing full-service interactive and digital advertising. Executing award winning creative for digital, mobile, retail and out of home experiences and complex technology and development solutions through 500 of the most talented professionals in the industry.

■ Interaction Design Director

Recruited to be the Interaction Design Director for the Avaya account and an advocate for the user, I provided strategic thinking and design direction to shape online products and create innovative digital experiences in a dynamic environment. With clarity of thought and vision as well as a design philosophy that promoted simplicity and ease of use, I worked with a team to refine client strategy and developed content and functionality that met both client objectives and user goals. Implementing user-centered design principles and a creative approach, I organized complex information and provided indispensable experiences for consumers. I collaborated with visual designers, copywriters, producers and programmers to develop information architecture, user interfaces, functional specs, flowcharts, schematics and presented decks to clients on a daily basis.

- Successfully launched multiple campaigns by incorporating web, video and outdoor digital signage to demonstrate Unified Communications features and created awareness around Avaya’s innovative software, products, solutions and services. One awareness campaign resulted in signage being displayed in Times Square - signage ran simultaneously on both the Reuters and Nasdaq signs.
- Successfully launched Avaya CRM Program. The goal of this project was to improve Avaya’s customer relationships by understanding their customer’s primary pain point and delivering exclusive content specific to their needs.

Oxygen Media, New York, NY

June 1999 - August 2007

An American cable speciality channel with unconventional and original television programming marketed towards women. The company was a trailblazer for converging interactive media with television programming. Realized growth in value and employees from a few employees to approximately 250 and sold for \$925 million to NBC Universal in 2007. The network reaches about 75 million homes in the US.

■ UX Design Director

June 2006 - August 2007

I worked with a team inclusive of the CEO, other senior executives and software developers on new product development. My primary focus was to create a desktop application for consumer distribution, accompanied by a website, that needed to be intuitive, well designed, and deliver an outstanding personal experience. Developed vision for user experience, designed prototypes and conducted usability testing.

- Interpreted the CEO's visions and thoughts by using design to communicate information and to deliver a user experience that revealed possibilities beyond the conventional expectations of the user. With simplicity in mind, I focused on providing innovative and visually stunning user experience and interaction design solutions that masked the technology and complexity of the software and made it usable, beautiful, purposeful and fun - which allowed for an emotional connection with users that included children.
- Brainstormed future products, features, mediums and technologies with top executives in the company.

■ Interactive Art Director

June 2000 - June 2006

Responsible for the creative development of oxygen.com, I provided art direction, design solutions, information architecture and project management for Oxygen's Interactive Division. The interactive division was a hybrid of promotional, strategic and creative development collaborating with all departments in the corporation. I worked directly with senior executives, writers, producers, designers, animators and developers to communicate the Oxygen brand.

- Interactive project contributor for a variety of diverse initiatives including: social networking portals, viral and mobile marketing campaigns, video players, websites, user customized live concerts, flash animations, HTML newsletters, video sampling galleries, voting and polling applications, contests/sweepstakes, video messaging, photo galleries, screen savers, games, CD ROM presentations, e-cards, e-vites, online media kits, banner ads, and interactive television applications such as Video On Demand.
- Co-branded mini-sites for our Procter & Gamble account. Furthermore, I designed and directed on-air ad spots related to interactive content, as well as created billboards and stripe production for online content.
- Received 6 industry awards, including an ADDY, for various projects.

■ Senior Designer

June 1999 - June 2000

Responsibilities included creating and implementing design solutions for the ad sales and consumer marketing departments. This encompassed projects such as promotional websites for corporate initiatives, media kits, brochures, promotional videotapes, trade advertising, invitations, posters, presentations, and variety of other collateral materials.

Held various other design positions and owned my own design company including:

Electronic Data Systems, Bedminster, NJ

- Senior Designer
July 1995 - June 1999

The Hay Group, Jersey City, NJ

- Graphic Artist
May 1992 - February 1994

Artistic Signs & Designs Inc. Caldwell, NJ

- Owner
February 1994 - July 1995

Panasonic, Secaucus, NJ

- Media/Publications Graphic Artist
September 1991 - May 1992

EDUCATION

Harvard Business School, 2007 Boston, MA

Executive Education:
Business Perspectives for Creative Leaders

Fairleigh Dickinson University, 1991 Madison, NJ

Bachelor of Arts
Major: Fine Arts
Minor: Computer Graphics/Advertising

AWARDS

2011

- **Creativity International Design Award:** Gold Award for “The Dublin Project” - Environmental Graphics
- **Hermes Creative Awards:** Platinum Award for “The Dublin Project” - Environmental Design
- **Graphic Design USA:** American Graphic Design Award for “The Dublin Project” - Environmental Graphics.
- **Graphic Design USA:** American In-House Design Award for “The Dublin Project” - Environmental Graphics.
Project was featured on the cover of the design annual.
- **The Communicator Awards:** Silver Award of Distinction for “The Dublin Project” - Environmental Design
- **The Videographer Awards:** Award of Distinction for “Impact of HPV” - Informational
- **The Videographer Awards:** Award of Distinction for “Merck’s Emerging Markets” - Marketing (Service)
- **The Videographer Awards:** Award of Excellence for “We Believe” - Marketing (Product)
- **The Videographer Awards:** Award of Excellence for “MERCK PAC: Political Action Committee” - Informational
- **The Videographer Awards:** Award of Excellence for “Native American Diabetes Month” - Informational
- **The Videographer Awards:** Honorable Mention - Informational
- **The Videographer Awards:** Honorable Mention - Marketing

2010

- **Art Director’s Club (NJ):** Bronze Award for “The Dublin Project” - Environmental Design
- **Art Director’s Club (NJ):** Silver Award for “BOFWA HIV/AIDS Education” Botswana, Africa - Editorial Photography
- **New Jersey Ad Club:** First Place “The Dublin Project” - Environmental Design
- **Graphic Design USA:** American In-House Design Award for “The Charlotte Project” - Environmental Graphics
- **Graphic Design USA:** American In-House Design Award for “365 Merck Days” - Public Service + Pro Bono
- **Graphic Design USA:** American In-House Design Award for “Merck Solar Dedication” - Announcements, Invitations + Cards

2009

- **Art Directors Club (NJ):** Silver Award for “The Charlotte Project” - Environmental Design
- **Art Directors Club (NJ):** Silver Award for “UNCF Merck Science Initiative” - Editorial Photography
- **Art Directors Club (NJ):** Bronze Award for “C&E News Magazine Cover: Biocatalysis Reaction” - Editorial Photography

- **New Jersey Ad Club:** First Place “The Charlotte Project” - Environmental Design

2006

- **Beacon Award** for Oh! Speak Up: Oxygen’s Social Networking Tool
- **Promax BDA Gold Award** for Campus Ladies Promotional Website

2005

- **IAB/Adweek Marketing and Interactive Excellence (MIXX) Award** for Mr. Romance Mobile Marketing Campaign

2003

- **WEBAWARD** for Oxygen.com

2002

- **BDA Promax Award** for a promotional CD ROM about the Oxygen Brand

2001

- **ADDY Award** for Procter and Gamble’s Self-Esteem Quiz (Business to Consumer)

MEDIA / SPEAKING ENGAGEMENTS & TRAINING

AIGA

AIGA is the professional association for design committed to advancing design as a professional craft, strategic tool and vital cultural force.

- Featured Speaker at Pivot: AIGA Design Conference, October, 2011 - Preparing for the Complexities for the Future.
- Current member of National Organization and local NY chapter.

Special contributions

- Design and moderate a panel of industry professionals at an event for the NY chapter in fall 2011 about the relationship between in-house teams, external agencies and the client - also known as “The In-House Love Triangle”
- In-house Initiative team member dedicated to supporting in-house designers in their efforts to enhance their ability to powerfully contribute to their companies in fundamental and meaningful ways thereby elevating their position within their companies.

MEDIA / SPEAKING ENGAGEMENTS & TRAINING *(continued)*

HOW

Publication and event coordinating organization serving the business, creativity and technology needs of Graphic Designers.

- Featured professional profile in Nov/Dec 2011 How Magazine Business Annual for accomplishments at Merck.
- The Design Activists Handbook, HOW Books: Referenced as a professional promoting positive change. Expected release scheduled for 2012.
- DesignCast presenter. Topic: Going from Order-Taker to Strategic Business Partner. February 23, 2012
- HOW Design Live conference June 2011 - continuing education and inspiration for the design community.
- Current Design Insider member.

Special contributions

- Acting member of Advisory Board for the HOW In-HOWse Community dedicated to providing information and resources on topics that are of relevance to professionals in the field.

FUSE

- Featured Speaker at FUSE: Design & Culture // Brand Identity & Packaging. April 2012.

Fashion Institute of Technology (FIT), New York, NY

- Featured speaker April 4, 2011 - Approached to speak to design students about in-house design studios in comparison to external agencies to help them make post-graduate career decisions.

Graphic Design USA

- Interviewed as an expert for special report: *The In-House Creative Team of the Future*. Published in American In-House Design Annual July, 2011.

Cella Consulting

- Beyond the Creative: April, 2011. Conference in Washington DC- business operations for creative business leaders.
- Creative Executive Round Table: quarterly event in New Jersey for moderated peer-to-peer topics on challenges facing leaders of in-house creative departments.

AFFILIATIONS

National Association of Photoshop Professionals (NAPP)

NAPP provides education and resources for users of Photoshop.

- Current member.

Sigma Chi

Founded in 1855, Sigma Chi is one of the oldest and largest international fraternities, with 240 active chapters and over 300,000 initiates.

- Current "Life-Loyal" member
- Supporter of charity fund-raiser events and attend alumni meetings.

Bomber Hockey Organization

- Team member since 1995
- Assistant Captain since 2003
- Participate in a non-professional men's league and annual charity game with NJ Devils Alumni Team to raise money for various local and national charities.