

Robert J. Calvano

10 Wyndmoor Drive. Morris Township, NJ 07960

Portfolio Available for Review at: <http://www.robertcalvano.com>

H: 973.292.3311 Cell: 201.602.6187 E-mail: robert@robertcalvano.com

Experience

KGB, New York, NY

Creative Director 3-08 to 7-08

Recruited as the Creative Director for an internet start-up division of a large corporation, I worked to build this new division from the ground up, created a consumer product from scratch, and brought a new brand to life.

My responsibilities included overall creative direction for the product and the brand. I worked closely with external vendors to create the new brand guidelines and architecture. The 1.0 beta version of the web product was successfully launched and is accessible via mobile devices as well. I also created the interaction design document for the 2.0 version of the product to be released in the coming months. In addition, I successfully re-branded the corporate website, created signage and designed posters for the recruiting staff to reflect the new brand personality and message.

Other responsibilities included hiring and managing the staff for an internal creative department which worked closely with the technology and development teams through all phases - concept to completion. While I moved towards getting a multi-disciplinary staff in place, I worked closely with external vendors to fill the gaps.

R/GA, New York, NY

Interaction Design Director 9-07 to 3-08

As 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 promotes 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.

By incorporating a deep understanding of brand communication, 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, and schematics. In this role I also created and presented decks to clients on a daily basis.

Aside from design direction and conceptual development, I was also responsible for keeping an eye towards emerging technologies and staying on top of digital trends and the marketplace.

Oxygen Media, New York, NY

UX Design Director 6-06 to 8-07

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.

In this role, I interpreted our 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. The goal of the design solutions were to mask the technology and complexity of the software and make it usable, beautiful, purposeful and fun - which allowed for an emotional connection.

I was also responsible for developing a vision for the user experience, designing prototypes, conducting usability

testing and working with team members from concept through product release. In addition, I participated in brainstorming about future products, mediums and technologies with top executives in the company. I also interacted in release planning conversations that helped guide decisions about future product releases and features.

Interactive Art Director *6-00 to 6-06*

Provided art direction, design solutions and information architecture for Oxygen's Interactive Division. The interactive division is 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 translate the Oxygen brand and clearly communicate her messages.

The interactive projects varied and were wide in range, including: websites, video players, flash animations, HTML newsletters, viral and mobile marketing campaigns, social networking portals, video sampling galleries, voting and polling applications, contests/sweepstakes, user customized live concerts, video messaging, photo galleries, screen savers, games, CD ROM presentations, e-cards, e-vites, online media kits and banner ads.

I also created interactive television applications such as Video On Demand and possessed responsibility for the creative development of oxygen.com. In addition, I created various co-branded mini-sites for our multi-million dollar P&G 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.

I was also the liaison to the technology group - communicating the interactive group's needs and expectations, as well as managing projects with developers.

Senior Designer *6-99 to 6-00*

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, presentations, promotional videotapes, trade advertising, media kits, brochures, invitations, posters and variety of other collateral materials.

Awards

2001 ADDY Award for Procter and Gamble's Self-Esteem Quiz (Business to Consumer)

2002 BDA Promax Award for a promotional CD ROM about the Oxygen Brand

2003 WEBAWARD for Oxygen.com

2005 IAB/Adweek Marketing and Interactive Excellence (MIXX) Award for Mr. Romance Mobile Marketing Campaign

2006 Beacon Award for Oh! Speak Up: Oxygen's Social Networking Tool

2006 Promax BDA Gold Award for Campus Ladies Promotional Website

Electronic Data Systems, Bedminster, NJ

Senior Designer *7-95 to 6-99*

Created and implemented design concepts for websites, brochures, posters, marketing materials, on-line executive level animated presentations, corporate events, desktop video creation, newsletters and proposals. Responsibilities included managing projects from initial concept through all phases, including off-site printing press checks. Web Master for various EDS intranet sites. Recruited by senior management to design and execute several special projects including: the Strategic Telecoms Division Web Site, EDS/AT&T Enterprise Information Center Web Site, CIG Sales Support Web Site, Jersey Cares Web Site, and the High Velocity Culture Change Video. Established vendor relationships. Maintained and troubleshot group Mac environment.

Artistic Signs & Designs Inc. Caldwell, NJ

Owner/Art Director 2-94 to 7-95

Controlled all aspects of a diversified graphic design corporation. Created custom artwork for advertising and signage for a wide range of clients. Established a computer based production facility to provide individual and corporate clients with custom design solutions to develop logos and establish a unique identity. Secured business accounts and vendor relationships as well as maintained full responsibility of all phases of production to ensure client commitments and service expectations were met. Controlled all budgeting aspects, hiring, and set service standards.

The Hay Group, Jersey City, NJ

Graphic Artist 5-92 to 2-94

Direct responsibility for layout and design standards of a high volume, deadline oriented environment that included: slide presentations, proposals, brochures, logo design, questionnaires and surveys, paste-ups and mechanicals, and computer generated charts and graphs. Worked in partnership with executive staff to design client presentations.

Matsushita Electric Corporation of America, Secaucus, NJ

Media/Publications Graphic Artist 9-91 to 5-92

Responsible for layout, design and coordination of publications including company newsletters, technical information bulletins, fliers, mechanical drawings, paste-ups, logos, internal advertising, tests and certificates. Created and standardized the use of technical computer database which included input of graphic schematics, printed circuit layouts, and scanned images. Received hands-on experience with a stat camera.

Education

Harvard Business School

Boston, MA

Executive Education: Business Perspectives for Creative Leaders

Fairleigh Dickinson University, Madison, NJ

Bachelor of Arts

Major: Fine Arts

Minor: Computer Graphics/Advertising