

# BLAIR ROMAN | SENIOR ART DIRECTOR

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Seasoned art director with a background in graphic design and proficiency in brand identity. Seeking a senior art director position to leverage my creativity, leadership skills, and strategic thinking to drive innovative and impactful visual campaigns. Proven track record of successful projects and a passion for pushing the boundaries of design. Implemented strategies to ensure brand consistency across various identity touchpoints within campaigns. Supervised and directed the efforts of internal and freelance designers, animators, and agencies.

## AREAS OF EXPERTISE

Branding	Video Editing	PowerPoint Presentations
Digital Media	Motion Graphics	XD, Sketch, Figma
Print Ads	Social Media	WordPress Layouts
Catalogs	Adobe Creative Suite	Marketo Design Studio
Infographics	(Photoshop, InDesign,	Hubspot, Sprout, Sprinklr
Photo Retouching	Illustrator, After Effects,	Project Management Systems
Pattern Design	Premier Pro)	UX / HTML / CSS

## PROFESSIONAL EXPERIENCE

2022 - 2024

**Art Director**, Prescriptive Health, Redmond, WA (Remote)

Played a pivotal role in the rebranding initiative by refining the brand identity and style guide, thereby boosting awareness and engagement. Collaborated with UX / UI teams to craft an inclusive color palette and design elements, ensuring a seamless user experience across diverse platforms. Orchestrated B2B and B2C campaigns through various channels such as digital, social, direct mail, email, and sales collateral. Additionally, demonstrated expertise in presentation design by creating compelling PowerPoint slides, videos, and animated motion graphics. Spearheaded the design and implementation of content for The Inside Script blog and ongoing social media platforms, incorporating data visualizations to enhance the brand's image. Also, took charge of crafting campaign landing pages and email templates within WordPress and Marketo, adeptly modifying HTML/CSS for optimal results.

2021 - 2022

**Senior Art Director**, Cigna Healthcare, Bloomfield, CT (Remote)

Joined the Cigna Healthcare government advertising team to design for their Individual and Family Plan campaign across all channels; social, digital, and microsites. Designed presentation decks and printed collateral tailored for the annual leadership meeting, participating in on-site planning and rehearsals to ensure the event's smooth execution. Facilitated seamless communication with upper management, actively incorporating their valuable feedback into the presentation slides.

2019 - 2021

**Senior Manager, Social Media & Content**, TRU Kids Brands, Parsippany, NJ (In-house)

Developed a comprehensive style guide for global brand campaigns, detailing design elements, typography, photography, and brand voice. Generated content themes to boost brand engagement and drive traffic, including weekly review videos, DIY activity videos, trend articles, and printable activities. Collaborate with merchants,

production studios, and casting agencies to produce videos from storyboards to live content for pitch decks and consumer-facing marketing campaigns. Supervised and directed internal and external designers & animators to produce product explainer videos.

2018 - 2019

**Senior Interactive Art Director**, The Vitamin Shoppe, Secaucus, NJ (In-house)

Delivered engaging digital-centric concepts based on planning, best practices, and high-level strategy. Instilled brand guidelines ensuring consistency across all customer-facing, corporate, and recruiting channel marketing assets. Instituted new templates and processes for efficient execution across digital assets.

2013 - 2018

**Creative Design Manager**, Toys“R”Us Inc., Wayne, NJ (In-house)

Championed cohesive brand identity across all creative and marketing assets including social, email, web, video, print, and in-store signage. Collaborated with copy and marketing teams to execute design strategy for the annual social editorial calendar, increasing overall brand engagement.

- Developed a design strategy for the Play Lab campaign that generated \$2.6M+ incremental sales in test stores & increased social video ad-recall rates 66% above the benchmark.
- Launched a first-of-its-kind in-house photography studio, reducing spending and expediting approval processes for web, social, and email assets.
- Increased operational efficiency through the development of SOPs for conception and production of live-action and animated videos.

## ADDITIONAL EXPERIENCE

2018 - PRESENT

**Design Consultant**, APEX Awards, Williamsburg, VA (Remote)

- Re-launch & redesign of APEXAwards.com based on the new sitemap, responsive wireframes, and inclusion of illustrated iconography for sections & categories.
- Layout annual catalog & website updates announcing APEX Award winners.

2018 - 2020

**Design Consultant**, Leap Insurance Agency Inc., Jersey City, NJ (Remote)

- Conceptualized and implemented a brand launch campaign to generate awareness and new services targeting a millennial and international student audience through out-of-home, digital and print design.
- Style guide for the newly launched campaign on flexible security deposit including wordmark, photography, and voice development.

2010 - 2012

**Web Designer**, Toys“R”Us, Inc., Wayne, NJ (In-house)

- Leveraged strong layout and typography skills for brand-right, customer-friendly experiences to increase sales on multiple concurrent digital, print & social projects.
- Designed & collaborated with web development on micro-sites for philanthropic campaigns and new product launches to boost awareness & sales.

## EDUCATION

**Bachelor of Science in Graphic Design**, SUNY at New Paltz, NY