



# LEIF R. FIFER

## GRAPHIC DESIGN



<http://www.leifrobertson.com>



(215) 324 - 9020



[support@leifrobertson.com](mailto:support@leifrobertson.com)



[linkedin.com/in/leif-robertson/](https://www.linkedin.com/in/leif-robertson/)



4 Galaxy Ct., Washington Twp, NJ 08080

## EDUCATION/CERT.

### Art Institute of Philadelphia 1992

Associates In Visual Communications

### Adobe Certified In Visual Design (current)

<https://www.credly.com/badges/d70d1707-ecb0-4b43-8336-bf9c22440f61/>

## LANGAUGES

- HTML
- CSS
- Java Script
- PHP
- MYSQL

## SUMMARY

Passionate and experienced Art Director and Senior Designer with a track record of successful client satisfaction. Over 26 years of experience in the field of Graphic Design (including print, web, Illustration, UX, and Motion Design) seeking full time position for an aggressive agency.

## SOFTWARE PROFICIENCY

### Expert knowledge and professional experience with:

Adobe Photoshop, Illustrator, After Effects, Indesign, Premiere, Animate, Sketch, Lightroom, Figma and Adobe Suite on Ipad pro.

## PROFESSIONAL EXPERIENCE

### FREELANCE GRAPHIC DESIGNER

*EveryMerchant Inc, Philadelphia Zoo, Arthur Murary / 2020 - Present*

Full time Motion designer managing several accounts for Multimedia Applications.

- Design strategic branding strategies for social media and web platforms
- Motion Graphics / Web Comps / Video Editing for Arthur Murray
- Wire framing for Mobile and Desktop applications

### Art Director

*Einstein Creative, LLC / Collingswood NJ 2011 - 2019*

- Supervised multi-functional project teams to develop creative and effective advertising concepts, from ideation to final projects.
- Developed web sites and intranets for NJ and PA municipalities and police departments
- Provided Illustration and Motion Design for web clients

### Art Director

*Praxis Agency, LLC / South Hampton, PA 2008 - 2011*

- Managed Corporate web clients and team and carried work flow and identity to completion
- Worked with Creative Director and clients to create and maintain overall branding for all B2B Clients (print/web)s
- Designed web sites and programmed back end PHP using Drupal and wordpress frameworks

# LEIF R. FIFER

## GRAPHIC DESIGN

## PRINT

- Brochures Flyers / Posters
- Direct mail
- Package Design
- Catalog
- Branding / Logo
- Corporate Identity

## WEB

- UX / UI / Wire Framing
- Motion Design / Animation
- Social Media Adv.
- Responsive Front End Design
- Email Marketing

## MULTIMEDIA

- Advanced Motion Design
- Advanced Video Editing
- Advanced Animation
- Presentation
- 3D Animation Modeling / Animation
- QR Code Marketing
- Interactive Media

## EXPERIENCE

(CONTINUED)

### Director of Web Development

*Eggz, Inc. / Collingswood, NJ 08108 / 2005 - 2007*

- Front end Design to back end management and completion of all web sites
- Worked directly with back end programmers to achieve all aspects of client requirements
- Front end design and matching print material across all web platforms.
- Designed / Managed Email Marketing Campaigns

### Graphic Arts Instructor and Consultant

*Berkeley Judge Group / Bala Cynwyd / 2003 - 2005*

- Trained corporate clients in "advanced" Photoshop techniques
- Worked with Conde Naste Companies to assist in creating new product lines with Adobe Illustrator
- Trained Victoria Secrets graphics department on rendering skin tone, color

### SENIOR DESIGNER

*KnightRidder Digital / Philly.com / Philadelphia / 1997 - 2000*

- Hired and formed and managed a successful team of designers to work across the knight ridder network for Philly Inquirer, Daily News, Miami Herald, San Hose Times, Chicago Tribune etc.
- Internal advertising promotions for web sites and print material
- Created and managed the KRABC intranet for all design departments across the country to interface with photography in their advertisements
- Developed web sites for advertisers as well as banners advertisements

### SENIOR DESIGNER

*RFA Digital / 1997 - 2000*

- Developed logo and branding for the Atlantic City International Airport
- Created Character identities for an interactive land of learning about safety for GPU energy (GPUkids.com)
- Created custom Shockwave games and graphics for corporate clients promoting safety and awareness
- Illustrated Corporate identification characters for Marcel Paper products,